

INTISARI

Penelitian ini bertujuan untuk menginvestigasi program acara "Eazy Demo" terhadap persepsi dan kesadaran merek Harmony Mart saat dilangsungkannya demonstrasi memasak kuliner. Penelitian ini dilakukan melalui pendekatan kualitatif dengan mengumpulkan data melalui wawancara terstruktur pada peserta acara "Eazy Demo." Peserta acara tersebut merupakan individu dari berbagai latar belakang usia, pekerjaan, dan tujuan yang berbeda dalam mengikuti acara. Melalui analisis wawancara, penelitian ini menggali pandangan dan tanggapan peserta terhadap berbagai aspek acara, termasuk kesan umum, konten acara, interaksi yang terjadi, serta pengaruh acara terhadap persepsi mereka terhadap merek Harmony Mart. Hasil penelitian menunjukkan keragaman pandangan peserta terhadap acara "Eazy Demo." Sebagian besar peserta memberikan respons positif terhadap acara, menyukai kombinasi antara demonstrasi memasak dan informasi tentang bahan dari Harmony Mart. Interaksi antara Chef Rahmat, Harmony Mart, dan audiens dinilai akrab dan ramah oleh sebagian besar peserta, meningkatkan keterlibatan mereka dalam acara. Namun beberapa peserta juga menyatakan pandangan kurang positif terhadap acara, merasa bahwa konten acara terbilang biasa saja dan tidak memberikan inspirasi yang diharapkan. Meskipun demikian hasil penelitian ini juga mengindikasikan bahwa acara "Eazy Demo" secara keseluruhan memiliki potensi dalam mempengaruhi persepsi peserta terhadap merek Harmony Mart. Bagi peserta yang merasakan pengaruh positif, acara ini mampu menyampaikan pesan tentang kualitas, kemudahan, dan kelezatan bahan dari Harmony Mart. Namun bagi peserta yang merasakan efek dari acara tersebut, pesan merek tersebut mungkin tidak terlalu kuat disampaikan.

Kata kunci: Acara kuliner, demo masak, persepsi merek, kesadaran merek, Harmony Mart.

ABSTRACT

This research aims to investigate the impact of the "Eazy Demo" program on the perception and brand awareness of Harmony Mart during culinary cooking demonstrations. This study employs a qualitative approach, collecting data through structured interviews with participants of the "Eazy Demo" event. The participants come from various age groups, occupations, and objectives in attending the event. Through interview analysis, this study explores participants' perspectives and responses to various aspects of the event, including overall impressions, content, interactions, and the event's influence on their perception of the Harmony Mart brand. The research findings reveal a diversity of viewpoints among participants regarding the "Eazy Demo" event. The majority of participants responded positively to the event, appreciating the combination of cooking demonstrations and information about Harmony Mart's ingredients. The interactions between Chef Rahmat, Harmony Mart representatives, and the audience were perceived as friendly and engaging by most participants, enhancing their involvement in the event. However, some participants also expressed less positive views, considering the event's content to be ordinary and not as inspiring as anticipated. Nevertheless, the research results also indicate that the "Eazy Demo" event overall has the potential to influence participants' perception of the Harmony Mart brand. For participants who experienced a positive impact, the event effectively conveyed messages about the quality, convenience, and deliciousness of Harmony Mart's ingredients. However, for participants who felt a lesser effect from the event, the brand message might not have been as strongly conveyed.

Keywords: Culinary event, cooking demonstration, brand perception, brand awareness, Harmony Mart.