

ABSTRAK

Davos merupakan permen mint pertama di Indonesia yang berdiri sejak tahun 1931, namun menghadapi masalah berkurangnya konsumen lama sementara konsumen muda belum banyak mengenal merek ini. PT. Slamet Langgeng melakukan revitalisasi merek melalui pembukaan Davos Factory dan Museum Davos, pembaruan konten pada akun @davos.official dan @cerita.davos, serta peluncuran produk baru Davos Oxy. Penelitian ini bertujuan mengetahui strategi revitalisasi Davos dalam mempertahankan dan meningkatkan *brand awareness*, memperkuat *brand association*, menjaga *perceived quality*, serta mengelola *brand loyalty* pelanggan lintas generasi, menggunakan teori Brand Equity Aaker (1991). Penelitian ini memakai metode kualitatif jenis studi kasus di PT. Slamet Langgeng, Purbalingga. Data diperoleh melalui wawancara mendalam kepada tiga informan internal perusahaan serta informan konsumen dari empat generasi (Boomer, Milenial, Generasi Z, dan Generasi Alpha), dilengkapi observasi dan dokumentasi. Keabsahan data diperiksa dengan triangulasi teknik, sedangkan analisis data memakai model interaktif Miles dan Huberman. Hasil penelitian menunjukkan Davos Factory memperkuat kesadaran konsumen melalui bukti sejarah panjang merek, akun @cerita.davos lebih efektif membangun kedekatan dengan audiens dibanding @davos.official, sementara Davos Oxy membuka peluang generasi muda mempertimbangkan merek ini. Asosiasi merek diperkuat melalui nilai sejarah, kesegaran mint, warna biru, dan citra humanis. Kesan kualitas dijaga lewat keterbukaan produksi, kecepatan menanggapi keluhan, dan uji kelayakan produk yang ketat. Loyalitas konsumen tua cenderung tinggi dan konsisten, sedangkan konsumen muda masih mudah berpindah karena keterbatasan distribusi. Secara umum, strategi revitalisasi Davos berhasil mempertahankan ekuitas merek pada konsumen lama, sekaligus mulai merintis penguatan pada konsumen muda, meski belum sepenuhnya mengubah ketertarikan menjadi kebiasaan membeli aktif.

Kata kunci: brand equity, Davos, komunikasi pemasaran, revitalisasi merek

ABSTRACT

Davos is the first mint candy produced in Indonesia, established in 1931, yet it faces the problem of a declining base of long-time consumers while younger consumers remain largely unfamiliar with the brand. PT. Slamet Langgeng carried out a brand revitalization through the opening of Davos Factory and Davos Museum, content updates on the @davos.official and @cerita.davos accounts, and the launch of a new product, Davos Oxy. This study aims to identify Davos's revitalization strategy in maintaining and increasing brand awareness, strengthening brand association, preserving perceived quality, and managing brand loyalty among cross-generational customers, using Aaker's Brand Equity theory (1991). This study employs a qualitative approach with a case study design, conducted at PT. Slamet Langgeng, Purbalingga. Data were collected through in-depth interviews with three internal company informants and consumer informants from four generations (Baby Boomers, Millennials, Generation Z, and Generation Alpha), supported by observation and documentation. Data validity was tested using technique triangulation, while data analysis employed the interactive model of Miles and Huberman. The results show that Davos Factory strengthens consumer awareness through tangible evidence of the brand's long history, the @cerita.davos account is more effective in building closeness with the audience compared to @davos.official, while Davos Oxy opens opportunities for younger consumers to consider the brand. Brand association is strengthened through historical value, the freshness of mint, the color blue, and a humanistic brand image. Perceived quality is maintained through production transparency, responsiveness to complaints, and rigorous product feasibility testing. Loyalty among older consumers tends to be high and consistent, whereas younger consumers remain prone to switching due to limited distribution. Overall, Davos's revitalization strategy has succeeded in maintaining brand equity among long-time consumers while beginning to build stronger engagement with younger consumers, although it has not yet fully converted their interest into an active purchasing habit..

Keywords: brand equity, brand revitalization, Davos, marketing communication