

# Brand Association Program Display Talk Show Not Four Eyes “Bukan Empat Mata” in Trans7

Sukardi

Email Correspondence: Sukardi\_hardjo@yahoo.com

## Abstract

One of the emerging television programs today is talk show. Various strategies and forms of television show that aired in the intended to attract viewers. The results of a study of nine associations talk show programs in the four eyes that show aired by Trans7 weak category. This was evident in only two associations that could form the brand image of the program in talk show four eyes Trans7 namely: humor that brought the audience to laugh and show Tukul Arwana bearer. Ideally the brand image of a strong says if the product is formed from the many associations that have a high consumer perception of value

**Keywords:** Association, Brand, Talkshow

## 1. Introduction

Now many emerging programs are aired on television-talk show television, like Om Farhan in the quiz, nosy in Trans TV, SMS (Monday night show) on Indosiar, while offering programs Trans7 comedy talk show “Not Four Eyes”. That is a different talk show program with other talk show-talk show. “Not Four Eyes” is a talk show that uses comedy and always brings the perspective of a celebrity in every episode.

“Not Four Eyes” should be proud, now named “Not Four Eyes” in the group talk show today's most in demand, according to sources from the Perspective Online February 14, 2008 rating “Not Four Eyes” jumped from 90 events offered Trans7 “Not Four Eyes “ranks first,” not Four Eyes “also occupies the highest position in the Top TV, the program rating TV talk shows across channels in Jakarta, so the view was held each day for five full days (Monday-Friday), and about the rating, share event “not Four Eyes” has now reached 13.1 (source: City News edition of Monday June 25, 2008, p: 11),

If you see “Not Four Eyes” does not have a lot of innovation, the program initially was not so attracted the attention of the audience, but thanks to the host that is famous Arowana Tukul ndesonya face, is now “Not Four Eyes” became acceptable and even preferred favorite spectacle at this time. With a slogan that became the mainstay and repeated in this event as “back to the laptop”, with intense repetensi (five times a week), finally said “go back to the laptop” like a bird flu outbreak in the community.

Various associations were remembered consumers may be assembled to form the image of the brand or the brand image in the minds of consumers, and consumers are accustomed to using a particular brand tends to have a consistency of brand image or it is also called the personality of the brand (brand personality). Furthermore, if the consumer thinks that a particular brand is physically different from competing brands, the brand image will be attached continuously, so as to form a loyalty to a particular brand is called brand loyalty (brand loyalty).

Similarly, the “Not Four Eyes”, in this study will try to associate some attributes of the program, by digging or ask a question to a number of respondents who actually know or have ever watched a talk show program “Not Four Eyes”, and of some of the attributes which are the most prominent among other attributes. And so we can know what is the most powerful brand image in the eyes of the people of the talk show “Not Four Eyes”.

### 1.1 Formulation of the problem

Based on the background of the above problems, the formulation of the problem of this research is: “How do brands Association (brand association) talk show program” Not Four Eyes “Trans7 becomes best-selling current event?

### 1.2 Research Objectives

The purpose of this study is to determine the association of brand (brand association) that affect the perception of the viewer in the region of North-End Expectations Bekasi on the talk show “Not Four Eyes” Trans7.

### 1.3 Benefits of Research

By knowing the brand association (brand association) the viewer's perception of the talk show program “Not Four Eyes” aired by Trans7. So, to know the attributes that stand out among other attributes. Then the most prominent of these attributes can establish a strong brand image and can form an impression on the event program.

## 2. Theory Approach

### 2.1 Brand

Perhaps the most unique skill of professional marketers is the ability to create, maintain, protect and enhance the brand. The marketers say that “the brand is the most important part of the art and in marketing”.

Opinions Philip Kotler (2002: 460), the brand is: “name, term, sign, symbol, design or a combination of these

things, which are intended to identify the goods or services of one person or group of sellers and to differentiate it from the competition” .

David A. Aaker (1996: 9) explains that the brand is: “The name or symbol and discriminatory (such as a logo, seal or packaging) in order to identify the goods or services of one seller or group of sellers of a particular”.

Thus, we can conclude that the brand has two (2) elements, which is the brand name consisting of letters or words that can be read, as well as the brand mark shaped symbol, design or a particular color specific. The second element of a brand, in addition to useful to distinguish one product with competing products are also useful for enabling consumers to recognize and identify the goods or services to be purchased.

According to Freddy Rangkuti (2002: 2), the brand can also be divided in the other sense, such as:

- a. *Brand name*  
which is part of that can be said, for example, Pepsodent, BMW, Toyota and so on.
- b. *Brand mark*  
which is part of the brand that can be recognized but can not be spoken, such as symbols, letters or special color designs. For example, the Toyota symbol, drawing three diamonds of Mitsubishi.
- c. *Trade mark*  
which is part of the brand or brands protected by law because of its ability to produce something special. The trade mark protects the seller with privileges to use the brand name (brand marks).
- d. *Copyright*  
which is a privilege protected by law to produce, publish, and sell the paper, a piece of music or artwork.

So the brand is a promise of the seller to consistently provide the characteristics, benefits, and certain services to the buyer. by David Aaker in senior official book Durianto et al (2004:2), the brand is more than just a quality assurance because in covered 6 (six) following sense:

1). Attribute

Each brand has attributes. This attribute needs to be managed and created so customers can know with certainty what the attributes contained within a brand.

2). Benefit

In addition to the attributes of the brand, also has a series of benefits. Consumers do not buy attributes, they buy benefits. Manufacturers must be able to translate into a functional benefit attributes and emotional benefits. Besides other attributes must also be translated into benefits that can be directly perceived by consumers.

3). Value

Brand also said something about the value for producers. Brands that have a high value will be appreciated by consumers as a classy brand, so as to reflect who the users of the brand.

4). Culture

Brand also represent a particular culture. For example, Mercedes represents German culture are well organized, have an efficient way of working, and always produce high quality products.

5). Personality

Brand also has a personality, that personality for its users. So it is expected to use the brand, the personality of the users will be reflected along with the brand that he uses.

6). User

Brand also shows the type of end-users of the brand. That's why marketers always use the analogy of famous people for the use of its brand. For example, to describe a successful person always uses the BMW 7 series.

## 2.2 Brand Associations

Kartajaya Hermawan et al (2005: 206), explaining that the brand association is: “any association related to a particular brand”.

Definition of brand associations according to Aaker (1996: 160) is: “All matters relating to the memory of the brand”.

Brand associations can create a value for the company and the customer is, because it can help the process of preparing information to distinguish one brand from another brand. According to Freddy Rangkuti (2002: 44), there are five (5) advantages of brand associations, namely:

- a. The preparation of information can help the process.

Associations contained in a brand, can help summarize a collection of facts and specifications that can be easily recognized by customers.

- b. Difference.

An association can provide a very important foundation for business differentiation. Brand associations can play a very important role in differentiating one brand from another brand.

- c. Reasons to buy.

In general, brand associations help the consumer to make a decision to buy a product or not.

- d. Creation of positive attitudes or feelings.

Brand associations can stimulate positive feelings which in turn will have a positive impact on the product

concerned.

e. Platform for expansion.

Brand associations can produce the foundation for a brand extension, ie by creating a sense of conformity between a brand and a new product.

### 2.3 Sources association

With what attitude an object linked or associated?, It depends on the attitude object. If the attitude object is advertising, association sources is different than the brand. According to the book Bilson Simamora Aaker (2002: 31), there are eleven sources of associations, namely:

1). product attributes

Opinions Kotler (1997) in the book Simamora Bilson (2002: 31), the attributes of the product consists of quality, design and features. Quality itself is described further as performance (performmance), performance (conformance), reliability (reliability), improved ease (repairability), the style (style), durability (durability), and design (design). Usually not all the components relied attribute (selling point) by the manufacturer, just one or a few salient attributes of a product.

2). Things are not real

There are some risks when companies use the attribute as the source of the association, namely:

- Susceptible to innovations of other companies.
- Often specific claim for even lower credibility of the product concerned.
- Often consumers do not care about specific product claims over because they think there is no meaningful distinction between one product with another product.

Above risks can be avoided by making associations that are not measurable, and can not be compared. For example Sosro with "Original tea". This claim can avoid the risk of the above as "authenticity" is difficult to measure.

3). Benefits for customers

Actually, the benefits for the customer, as the source of the association, related to the attribute. That is, if you want to make the association benefits, would not want the company also had to make the association attribute as the reason. In the jingle Lifebuoy soap, Unilever said, "Lifebuoy with puralin" (association attributes), kill germs (association benefits). Lifebuoy with puralin, healthy way to bathe (association benefits).

4). The relative price

It is clear that the price is used as the source of the association is a low price or affordable price. The use of "reasonable price" as the source of the association would be beneficial if the targeted target market is sensitive to price, and the difference in the price offered is quite meaningful to consumers.

5). The use / application

When is a product used?, Nah, "when used" can be used as a source of product associations. Example, Gatorade as a sports drink. With the replacement ion content of the body, in fact Gatorade can be consumed anytime someone loses body ions, ie when the body sweat or diarrhea. Loss of sweat can also at any time, for example when plowing, driving, overheating, etc., in addition to the current exercise. But that clear targets and a stronger association, was chosen during exercise.

6). Users / customers

What is the difference Pocari Sweat than Gatorade? current views of the benefits and use, they are the same, ie sports drinks. The difference is the consumer. Association of Pocari Sweat took Gatorade women and men take the association.

7). Celebrity / person

Nike is associated with Michael Jordan, Lux is associated with the film star known as the stars Lux. This association is fine, but keep in mind are the advantages and disadvantages. Fortunately it would boost the popularity of the product sales. Lose, if the image was broken, then the brand image can also be dropped.

8). Lifestyle / personality

Almost all cigarette vying associate its brand with personality and lifestyle. Most of them use the association as a source of masculine personality.

9). product class

Brand also be associated with class product and how it will be more successful if the brand is the brand of increment in the relevant product category. Example, Extra Joss as the source of energy drinks. If it appears other brands with the same product category, it is difficult to make such associations.

10). competitors

Attempt to compare the brand with other brands can be used as a source of association. For example, toothbrush Formula stating "hole bigger hair brush and hair brush more". The same thing is done by Kino with "another old-fashioned, which is Kino". Or Tekita that when new pops up saying "bigger bottle, same price".

11). Looking hardpoints brand

Strong brand is reflected by the high brand awareness and brand association is strong and positive (Temporal, in

the book Bilson 2003). In addition to these two factors, the book Bilson Aaker (2003), added two more factors, namely, the perception of the quality and high customer loyalty. Meanwhile, David (in the book Bilson 2003), says that the key is a powerful image.

#### 2.4 Consumer Perception

Seseorang motivated ready to act. How does someone who is motivated to act will be influenced by perceptions of the particular situation. The following is the opinion of the experts on the definition of perception:

Philip Kotler (2002: 198), defines that perception is:

“The process used by an individual to select, organize, and interpret information inputs to create a meaningful picture of the world”.

According to John C. Mowen (2002: 82), the perception is:

“The process by which an individual is exposed to receive information, pay attention to such information, and understand it”.

Nugroho Setiadi J. (2003: 160) explains that each person's perception of an object will vary. Therefore, the subjective nature of perception has. Formed by a person's perception is influenced by the mind and the surrounding environment. Other than that one thing to consider in the perception is that perception is subansil can be very different from the reality. The following figure explains about how the stimuli captured through the senses (sensation) and then processed by the receiving stimulus (perception).

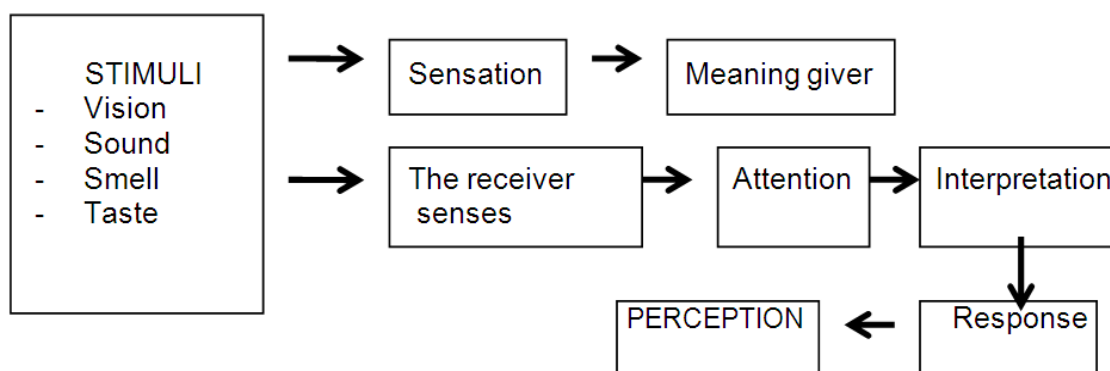


Figure 1. Perceptual process

Source: Adapted from Michael R. Solomon (1996), Consumer Behavior. In the book Nugroho J. Setiadi (Consumer Behavior 2003: 161)

#### 2.5 Research Framework

picture frame of this study is to for the reader to more easily understand what is conveyed in this study. Framework of this research program starts from the brand association talk show “Not Four Eyes”, with a set of nine (9) attribute of the event-related program and will be tested where the most superior or chosen by respondents. Then test the ninth attribute analysis using the Cochran Q test. Thus it can be seen or inferred most powerful brand image and can form an impression on the event program. More detail can be seen in Figure 2 below:

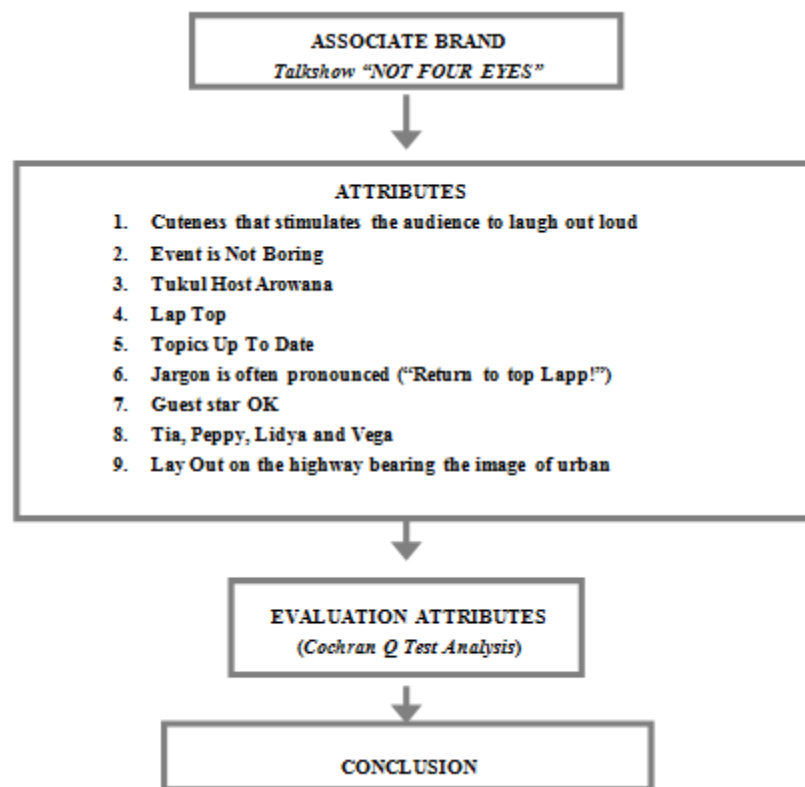


Figure 2. Research framework

### 3. Methods

#### 3.1 Time and Place Research

This study was carried in April and ending in July 2012, precisely on April 21, until completed. Location of research done in the area, especially on Rw Hope Edge 014, which is done for more than 4 (four) months.

#### 3.2 Types and Sources of Data

##### 3.2.1 Data types

###### a. Primary Data

diproleh the data from field studies. In this study, primary data is data obtained through questionnaires distributed to respondents, with questions about the program making the talk show "Not Four Eyes" which aired in Trans7.

###### b. Secondary Data

the data obtained through the citation of data and information from a variety of sources relevant to this research, including the municipality of Bekasi Blessed Hope-North End on information how many people who are in the region, in particular the number of people in the RW 014. then the internet and research literature by studying books and other literature that supports and research associated with the object.

##### 3.2.2 Source of Data

Data sources by using the main instrument in the study are taken from field data, ie data obtained through questionnaires distributed to respondents, with questions about the program making the talk show "Not Four Eyes" which aired in Trans7.

Then from the internet, ie data about information around the talk show program "Not Four Eyes" or data about the profile "Not Four Eyes".

Further Happy village that is on the demographic data about the number of people who were in the area, particularly the number of people in the region Rw 014. These data will be used to determine the number of samples to be studied.

The latter is a data literature by studying books and other literature that supports and research associated with the object.

#### 3.3 Population and Sample

##### 3.3.1. Population

Target population is all the people who never watch or talk show program "Not Four Eyes" which aired in Trans7, especially people who are already aged over 15 years in the area of Bekasi Hope Rw-014 North End, ie with a total of 940 residents.

### 3.3.2. Sampel

In this study, elements taken from the target population is the set of people who never watch or talk show program “Not Four Eyes” at least 3 (three) times the exposure or 3 (three) episodes and who live in Hope End, especially on Rw 014, to determine the number of samples used in the book approaches by Slovin Husein Umar (2004: 78), ie with the following formula:

$$n = \frac{N}{1 + N e^2}$$

where:

n = Sample Size

N = Population Size

e = Percent leeway carefully situations because of lack of sampling error that can be tolerated or desired (10%).

$$= \frac{940}{1 + 940 (10\%)^2}$$

= 90 respondents (number of samples required)

Source: Husein Umar (marketing research and consumer behavior 2004: 78)

Sampling method in this research is by using stratified random sampling method, ie a method of uptake by certain strata. In the RW-014 Edge Hope Bekasi Utara, there are 6 (six) neighborhood (RT), and RT is the sixth to be used as strata in the sampling method. The explanation can be seen in Table 1:

Table 1. Method of *Sampling Area*

No.	Neighborhood	Number of Residents	Number of Samples
1.	RT. 01 A	152 residents	<b>15 respondents</b>
2.	RT. 01 B	200 residents	<b>19 respondents</b>
3.	RT. 02 A	138 residents	<b>13 respondents</b>
4.	RT. 02 B	201 residents	<b>19 respondents</b>
5.	RT. 02 C	102 residents	<b>10 respondents</b>
6.	RT. 03	147 residents	<b>14 respondents</b>
<b>Total</b>		<b>Σ = 940</b>	<b>Σ = 90</b>

Sources: Population data RW-014 North End Bekasi expectations

The sample in this study is the household. Sampling units in this study using a random technique, that is by randomizing the number of existing homes in the area to RT-six respectively.

### 3.4 Method of Data Processing and Analysis

The method of data analysis used in this study is descriptive, ie by processing field data from respondents.

Once the data is received, then the data are already available will be calculated using the Cochran Q test formula in the book Freddy Rangkuti (2004: 47). Namely, we can do some testing association of attributes about the talk show program “Not Four Eyes” Trans7. testing of these attributes is done in stages, starting from all the attributes (9 associations), and then testing 8 associations, testing 7 associations, testing 6 associations, testing 5 associations, association test 4, test 3 associations, 2 association test, to test the association the results showed that there was no sufficient relationship between the association signifiikan selected respondents. That is with the following formula:

$$Q = \frac{(k - 1) \{k \sum C_j^2 - (\sum C_j)^2\}}{k \sum R_i - \sum R_i^2}$$

Where:

k = Is the number of variables that affect the perception of viewers watching a talk show program “Not Four Eyes” (association of attributes)

C<sub>j</sub> = J is the total response of the variables that influence the perception of viewers watching a talk show program “Not Four Eyes” (column)

R<sub>i</sub> = Is the total number of responses on the i observations of respondents who watch talk shows “Not Four Eyes” (rows)

Source: Freddy Rangkuti (2004:47)

### 3.5 Operational Definition of Variables

To make the perception of some of the variables to be studied, the authors tried to put forward the concept of this

research refers to the existing theories, as follows:

a. Products

Definition of the product in this study is “Not Four Eyes”, which is a talk show program aired on a television station Trans7. Form of the product in this study is an event, which promotes Marketers staging an art.

b. Association brand

Definition of brand association (Brand Association) is all things related to the memory of “Not Four Eyes”. This association is an attribute that is in the “Not Four Eyes”, an attribute that is defined in this study are as follows:

- 1) The cuteness that stimulates the audience to laugh out loud
- 2) The series of the show is not boring
- 3) Host Tukul Arwana
- 4) “Lap Top”
- 5) Topics covered always Up To Date
- 6) The jargon that is often pronounced (“Back to Lapp top “)
- 7) Okay his guest star
- 8) Tiya, Peppy, Lidya and Vega
- 9) Lay Out on the highway bearing the image of urban

c. Brand Image

Definition of brand image (brand image) in this study is the impression of the talk show program “Not Four Eyes”. A set of brand associations on the program were formed and embedded in the minds of consumers.

d. The perception of consumers

Understanding consumer perceptions in this study is how the public perception of the talk show program “Not Four Eyes” which aired in Trans7, and to know what is the most powerful associations in the eyes of the public to the event program, so that the public perception of these can form an impression or image on talk show program “not Four Eyes”.

## 4. Results And Discussion

### 4.1 Profile of Respondents

#### 4.1.1. Sex

Based on the results of the questionnaire can be found loyal viewers talk shows “Not Four Eyes” more men or women based on gender, which can be seen in Table 2.

Table 2. Percentage of respondents by sex

No	Sex	Respondents	Percentage (%)
1	Man	52	58%
2	Female	38	42%
	total	90	100%

Source: Questionnaire processed in 2012

This shows that the grouping loyal viewers talk shows “Not Four Eyes” by sex is the majority of men with a total of 52 respondents and with a percentage of 58%.

#### 4.1.2 Age

Based on the results of the questionnaire, the age distribution obtained from the respondents that can be seen in Table 3.

Table 3. Percentage of respondents by age level

No	Age Level	Respondents	Percentage (%)
1	15-20 year	16	18%
2	21-30 year	23	25%
3	31-40 year	42	47%
4	≥ 40 year	9	10%
	Total	90	100%

Source: Questionnaire processed in 2012

It can be seen from 90 respondents in the highest grouping based on age is the average age of 31-40 years, this shows that the respondents are appropriate to support this research, because in this age category of respondents considered to have a fairly mature thinking.

#### 4.1.3. Latest Education Levels

Based on the results of the questionnaire, the education level of the respondents can be seen in Table 4.

Table 4. Percentage of respondents by education tingkat last

No	Level of Education	Respondents	Percentage (%)
1	SD	3	3%
2	SMP/SLTP	30	33%
3	SMA/SMK	49	54%
4	S1	8	10%
Jumlah		90	100%

Source: Questionnaire processed in 2012

Latest education respondents from 90 respondents, which is in the category of educated past high school/vocational school, with a percentage of 54% (49 respondents). This shows that respondents with the highest education level of SMA / SMK has a degree of careful thought to the Association on a talk show program "Not Four Eyes".

#### 4.1.4. Work

Based on the results of the questionnaire, the respondent types of work can be seen in Table 5.

Table 5. Percentage of respondents by type of work

No	Work	Respondents	Percentage (%)
1	Student / Collage	26	29%
2	Private Employees	36	40%
3	Civil Servants	5	5,5%
4	Entrepreneur	23	25,5%
Total		90	100%

Source: Questionnaire processed in 2012

Can be seen in the table that the respondents work of 90 respondents in the category or the kind of work private employees, with a percentage of 40% (36 respondents). This shows that respondents who becomes viewers talk shows "Not Four Eyes" is the majority of private employees.

## 4.2. Discussion and Analysis of Results of Research

### 4.2.1. Validity Test Data

Validity is a measure of the degree level validity or validity of an instrument (Arikunto 2002:144). Said to be valid if the instrument is able to measure what is desirable, if the data can reveal exactly the variables studied. This study used item analysis to test the validity of each item, then the score on each item that is correlated with the total score. Based on that, then use the formula of Pearson Product Moment Correlation. Then to further use the tools of SPSS.

The results of the correlation rate compared with the correlation table of critical values of R with a significance level of 5%. If the results of the correlation are greater than or equal to the critical number, then the item is valid and significant, and vice versa.

The results of the calculation of SPSS for Windows version 13 shows that the correlation value of each item has a value of R greater than R count table (N = 30, i = 5%). This means that the measured variables are valid and representative data obtained. The results concerning the validity of the calculations can be seen in Table 6.

Table 6. Validity Test results Trademark Association

variables	R-Calculate	R-Table	Information
P1	0.41	0.30	Valid
P2	0.45	0.30	Valid
P3	0.59	0.30	Valid
P4	0.30	0.30	Valid
P5	0.60	0.30	Valid
P6	0.61	0.30	Valid
P7	0.63	0.30	Valid
P8	0.55	0.30	Valid
P9	0.62	0.30	Valid

Source: Questionnaire processed in 2012

Measurement of brand association to determine any associations related to the brand. The more associations related, stronger brand equity owned by a product. Analysis of the variables used to measure brand association is the Cochran Q test Cochran Q test application of the principle is to determine the significance of any association that exists in shared opinions about a brand or related associations in a brand begins with testing all the associations. The associations were used to examine the association of the brand talk show "Not Four Eyes" is:



1. Cuteness that stimulates the audience to laugh out loud
2. Circuit show is not boring
3. Tukul Host Arowana
4. Lap Top
5. Topics covered always Up To Date
6. The jargon that is often pronounced (“back to Lapp top”)
7. Okay his guest star
8. Tiya, Peppy, Lidya and Vega
9. Lay Out on the highway bearing the image of urban

Cochran Q test results in this study is to use SPSS. The test steps are as follows:

a. Testing conducted on 9 brand association.

Table 7. Testing for association merekPenguajian 1 9 9 associations made to the brand

No.	Variable Association	Score	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	The series of the show is not boring	39	51
3	Host Tukul Arwana	11	79
4	Lap Top (notebook)	53	37
5	Topics covered are always Up To Date	37	53
6	The jargon that is often pronounced (“back to Lapp top”)	30	60
7	Okay guest star	33	57
8	Tiya, Peppy, Lidya and Vega	42	48
9	Lay Out on the highway bearing the image of urban	47	43

Source: Questionnaire processed in 2012

Results calculated with SPSS obtained the following results:

Table 8. Test Statistics Association brand

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>65,74(a)</b>
<b>df</b>	<b>8</b>
<b>Asymp. Sig</b>	<b>000</b>

From the examination of 9 brand association “Not Four Eyes” Cochran Q values obtained at 65.74. While the value of  $X^2$  (table) with  $df = k - 1 = 9 - 1 = 8$  with  $\alpha = 5\%$  was obtained at 15.507. Thus obtained Q value (65.74) >  $X^2$  (15.507). From these results it can be concluded that there are differences in the association of brand associations tested. In other words, the similarity has not obtained the opinion of 90 respondents about 9 brand association “Not Four Eyes” is. Because with 9 brand association has not obtained a common perception, then proceed with the second phase of testing. In the second phase of testing, the association with a value of “no” answers were excluded from the composition of the largest associations to be tested so stay 8 associations

b. 2 Testing conducted on 8 brand association

Table 9. Tests for brand association

No.	Variabel Asosiasi	Nilai	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	The series of the show is not boring	39	51
3	Host Tukul Arwana	11	79
4	Topics covered are always Up To Date	37	53
5	The jargon that is often pronounced (“back to Lapp top”)	30	60
6	Okay guest star	33	57
7	Tiya, Peppy, Lidya and Vega	42	48
8	Lay Out on the highway bearing the image of urban	47	43

Source: Questionnaire processed in 2012

Results calculated with SPSS obtained the following results:

Table 10. 9 Test Statistics Association brand

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>49,52(a)</b>
<b>Df</b>	<b>7</b>
<b>Asymp. Sig</b>	<b>000</b>

From the testing of 8 brand association “Not Four Eyes” Cochran Q values obtained at 49.52, while the value of  $X^2$  (table) with  $df = k-1 = 8-1 = 7$  with  $\alpha = 5\%$  was obtained at 14.067. Thus obtained Q value (49.52)  $> X^2$  (14.067). From these results it can be concluded that there are differences in the brand associations were tested. In other words, the similarity has not obtained the opinion of 90 respondents about 8 brand association “Not Four Eyes” is. Because with 8 brand association has not acquired a common perception, then proceed with the second phase of testing. In the second phase of testing, the association with a value of “no” answers were excluded from the composition of the largest associations to be tested so stay 7 associations.

c. Tests conducted on 7 3 brand association

Table 11. 7 Tests for brand association

No.	Variable Association	Score	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	The series of the show is not boring	39	51
3	Host Tukul Arwana	11	79
4	Topics covered are always Up To Date	37	53
5	The jargon that is often pronounced (“back to Lapp top”)	30	60
6	Okay guest star	33	57
7	Tiya, Peppy, Lidya and Vega	42	48

Source: Questionnaire processed in 2012

Results calculated with SPSS obtained the following results:

Table 12. 7 Test Statistics Association brand

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>54,99(a)</b>
<b>Df</b>	<b>6</b>
<b>Asymp. Sig</b>	<b>000</b>

Of tests on seven brand associations “Not Four Eyes” Cochran Q values obtained at 54.99, while the value of  $X^2$  (table) with  $df = k-1 = 7-1 = 6$  with  $\alpha = 5\%$  was obtained for 12.59. Thus obtained Q value (54.99)  $> X^2$  (12.59). From these results it can be concluded that there are differences in the brand associations were tested. In other words, the similarity has not obtained the opinion of 90 respondents about 7 brand association “Not Four Eyes” is. Because with 7 brand association has not obtained a common perception, then proceed with the second phase of testing. In the second phase of testing, the association with a value of “no” answers were excluded from the composition of the largest associations to be tested so stay 6 associations.

d. Tests carried out on 6 4 brand association

Table 13. Testing for 6 brand association

No.	Variable Association	Score	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	The series of the show is not boring	39	51
3	Host Tukul Arwana	11	79
4	Topics covered are always Up To Date	37	53
5	The jargon that is often pronounced (“back to Lapp top”)	30	60
6	Okay guest star	33	57

Source: Questionnaire processed in 2012

Results calculated with SPSS obtained the following results:

Table 14. Association Test Statistics 6 brands

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>31,13(a)</b>
<b>Df</b>	<b>5</b>
<b>Asymp. Sig</b>	<b>000</b>

From tests on 6 brand association “Not Four Eyes” Cochran Q values obtained at 31.13, while the value of  $X^2$  (table) with  $df = k-1 = 6-1 = 5$  with  $\alpha = 5\%$  was obtained for 11.07. Thus the Q values obtained (31,13)  $> X^2$  (11.07). From these results it can be concluded that there are differences in the brand associations were tested. In other words, the similarity has not obtained the opinion of 90 respondents about 6 brand association “Not Four

Eyes” is. Because with 6 brand association has not acquired a common perception, then proceed with the second phase of testing. In the second phase of testing, the association with a value of “no” answers were excluded from the composition of the largest associations to be tested so that a 5 associations.

*e. Tests carried out on 5 5 brand association*

Table 15. Testing for 5 brand association

No.	Variable Association	Score	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	Host Tukul Arwana	11	79
3	Topics covered are always Up To Date	37	53
4	The jargon that is often pronounced (“back to Lapp top”)	30	60
5	Okay guest star	33	57

Source: Questionnaire processed in 2012  
 Results calculated with SPSS obtained the following results:

Table 16. 5 Test Statistics Association brand

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>24,54(a)</b>
<b>Df</b>	<b>4</b>
<b>Asymp. Sig</b>	<b>000</b>

Of tests on 5 brand association “Not Four Eyes” Cochran Q values obtained at 24.54, while the value of  $X^2$  (table) with  $df = k-1 = 5-1 = 4$  with  $\alpha = 5\%$  was obtained for 9.48. Thus obtained Q value (24.54)  $> X^2$  (9.488). From these results it can be concluded that there are differences in the brand associations were tested. In other words, the similarity has not obtained the opinion of the respondents regarding 5 90 brand association “Not Four Eyes” is. Because with 5 brand association has not acquired a common perception, then proceed with the second phase of testing. In the second phase of testing, the association with a value of “no” answers were excluded from the composition of the largest associations to be tested so that a 4 associations.

*f. 6 Tests conducted on 4 brand association*

Table 17. Testing for 4 brand association

No.	Variable Association	Score	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	Host Tukul Arwana	11	79
3	The jargon that is often pronounced (“back to Lapp top”)	30	60
4	Okay guest star	33	57

Source: Questionnaire processed in 2012  
 Results calculated with SPSS obtained the following results:

Table 18. Test Statistics 4 brand association

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>17,36(a)</b>
<b>Df</b>	<b>3</b>
<b>Asymp. Sig</b>	<b>000</b>

From the testing of 4 brand association “Not Four Eyes” Cochran Q values obtained at 17.36, while the value of  $X^2$  (table) with  $df = k-1 = 4-1 = 3$  with  $\alpha = 5\%$  was obtained for 7.815. Thus the Q values obtained (17,36)  $> X^2$  (7.815). From these results it can be concluded that there are differences in the brand associations were tested. In other words, the similarity has not obtained the opinion of 90 respondents on 4 brand association “Not Four Eyes” is. Because with 4 brand association has not acquired a common perception, then proceed with the second phase of testing. In the second phase of testing, the association with a value of “no” answers were excluded from the composition of the largest associations to be tested so that a 3 associations.

*g. Tests conducted on 7 3 brand association*

Table 19. 3 Testing for brand association

No.	Variable Association	Score	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	Host Tukul Arwana	11	79
3	The jargon that is often pronounced (“back to Lapp top”)	30	60

Source: Questionnaire processed in 2012  
 Results calculated with SPSS obtained the following results:

Table 20. 3 Test Statistics Association brand

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>14.00(a)</b>
<b>Df</b>	<b>2</b>
<b>Asymp. Sig</b>	<b>.000</b>

From the testing of 3 brand association “Not Four Eyes” Cochran Q values obtained at 14 o'clock, while the value of  $X^2$  (table) with  $df = k-1 = 3-1 = 2$  with  $\alpha = 5\%$  was obtained sebesar 5,99 thus obtained value Q (14:00) >  $X^2$  (5.99). From these results it can be concluded that there are differences in the brand associations were tested. In other words, the similarity has not obtained the opinion of 90 respondents about 3 brand association “Not Four Eyes” is. Because the 3 brand association has not obtained a common perception, then proceed with the second phase of testing. In the second phase of testing, the association with a value of “no” answers were excluded from the composition of the largest associations to be tested so that a 2 association.

*h. Tests conducted on 2 8 brand association.*

Table 21. Testing for 2 brand association

No.	Variable Association	Score	
		0	1
1	Cuteness that stimulates the audience to laugh out loud	20	70
2	Host Tukul Arwana	11	79

Source: Questionnaire processed in 2012  
 Results calculated with SPSS obtained the following results:

Table 22. 2 Test Statistics Association brand

<b>N</b>	<b>90</b>
<b>Cochran's Q</b>	<b>4,26(a)</b>
<b>Df</b>	<b>1</b>
<b>Asymp. Sig</b>	<b>.000</b>

Of tests on 2 brand association “Not Four Eyes” Cochran Q values obtained at 4.26, while the value of  $X^2$  (table) with  $df = k-1 = 3-1 = 2$  with  $\alpha = 5\%$  was obtained for 5.99 thus obtained Q value (4.26) <  $X^2$  (5.99). From these results it can be concluded that there are no differences in the brand associations were tested. In other words, common ground can be obtained from 90 respondents on 2 brand association “Not Four Eyes” is. From these results can be obtained 2 brand associations that show the brand image of impressions talkshow “Not Four Eyes”, namely:

1. Cuteness that stimulates the audience to laugh out loud
2. Host Tukul Arwana

## 5. Conclusion

The results of the study showed that based on the testing of nine (9) points to the association of the talk show program “Not Four Eyes” aired by Trans7. After doing 8 (eight) times of testing, then found 2 items associated most superior among other associations, the association of variable 1 (“cuteness that stimulates the audience to laugh out loud”) and associated variable 3 (“Host Tukul Arwana”),

So it can be concluded that there are two (2) associations that make up the brand image (brand image), which is very strong on talk show program “Not Four Eyes” aired by Trans7, namely:

1. Cuteness that stimulates the audience to laugh out loud
2. Host Tukul Arwana

While other such associations, the show is not boring circuit, lap top, the topics covered are always up to date, the jargon is often pronounced (“Lapp returned to the top”), guest stars okay, Tiya, Peppy, Dian, and Vega, then the latter lay out on the highway bearing the image of urban, has a weak association, so that the association cannot establish a brand image in the event program as discussed above where.

## 6. References

- Aaker A, David. 1996. *Equity Brand Management*. Spektrum Mitra Utama. Jakarta.
- Durianto, Darmadi, Sugiarto dkk. 2004. *Leading Brand Equity Ten Strategies Market*. PT Gramedia Pustaka Utama. Jakarta.
- Umar, Husein. 2004. *Market Research & Consumer Behavior*. PT Gramedia Pustaka Utama, Jakarta in collaboration with the Business Research Center. Jakarta.
- Kartajaya, Hermawan dkk. 2005. *Positioning, Deferensiasi, dan Brand*. PT Gramedia Pustaka Utama. Jakarta.
- Kotler, Philip. 2002. *Marketing Management Millennium Edition 1*. PT Prenhallindo. Jakarta.
- Kotler, Philip. 2002. *Marketing Management Millennium Edition 2*. PT Prenhallindo. Jakarta.
- Mowen, John C, dan Minor, Michael. 2002. *Consumer Behavior*. Erlangga. Jakarta.
- Rangkuti, Freddy. 2002. *The Power Of Brands*. PT Gramedia Pustaka Utama. Jakarta.
- Setiadi, Nugroho J. 2003. *Consumer Behavior (concepts and implications for strategy and marketing research)*. Prenada Media. Jakarta.
- Simamora, Bilson. 2003. *aura Brand*. PT Gramedia Pustaka Utama. Jakarta.
- Temporal, Paul, dan Trott, Martin. 2002. *Romancing The Customer*. PT Salemba Empat. Jakarta.
- Temporal, Paul dan K.C. Lee. 2002. *HI-Tech HI-Toch Branding*. PT Salemba Empat. Jakarta.
- Wasesa, Silih, Agung. 2005. *Strategi Public Relations*. PT Gramedia Pustaka Utama. Jakarta.