

ABSTRAK

Penelitian ini membahas tentang “Strategi Adaptasi *Local Brand*: Tiger Hood di Bukittinggi. Tujuan penelitian ini adalah untuk mendeskripsikan kendala yang dihadapi *local brand* Tiger Hood dan bagaimana strategi adaptasi *local brand* Tiger Hood di Bukittinggi. Teori yang digunakan dalam penelitian ini adalah teori fungsionalisme struktural Talcott Parson. Metode yang digunakan yaitu metode kualitatif dengan teknik pengumpulan data observasi, wawancara dan dokumentasi. Adapun temuan dalam penelitian ini menjelaskan bahwa *local brand* Tiger Hood memiliki beberapa kendala dalam menghadapi persaingan antara sesama *local brand* di Bukittinggi seperti persaingan yang ketat, perubahan preferensi konsumen dan mispersepsi konsumen. Adapun strategi adaptasi yang dilakukan *local brand* Tiger Hood seperti promosi di media sosial, promo dan diskon, peningkatan kualitas produk serta peningkatan pelayanan konsumen.

Kata kunci: strategi, adaptasi, *local brand*

ABSTRACT

This research discusses "Local Brand Adaptation Strategy: Tiger Hood in Bukittinggi. The aim of this research is to describe the obstacles faced by the local Tiger Hood brand and how to adapt the local Tiger Hood brand in Bukittingg. The theory used in this research is Tallcot Parson's structural functionalism theory. The method used is a qualitative method with data collection techniques of observation, interviews and documentation. The findings in this research explain that the local brand Tiger Hood has several obstacles in facing competition between local brands in Bukittinggi, such as intense competition, changes in consumer preferences and consumer misperceptions. The adaptation strategies carried out by the local Tiger Hood brand include promotions on social media, promos, discounts as well as improving product quality and improving customer service.

Keywords: *strategy, adaptation, local brand*

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