

ABSTRAK

Seccoguitar Bandung merupakan gitar lokal *handmade* yang tidak hanya mempromosikan serta menjual semua produk gitarnya melalui media *offline* maupun *online*, tetapi mereka juga memberikan pengalaman dan wawasan luas kepada *customer* atau peserta melalui kegiatan program *school of luthiere* tentang dasar-dasar pembuatan gitar secara umum dari tahap awal hingga menjadi gitar yang layak digunakan, pemilihan material yang baik dalam pembuatan gitar hingga mengaplikasikan alat-alat pembuatan gitar, Hal ini yang membedakan dari pesaingnya yaitu gentaguitar dan stranoughguitar yang hanya sekedar melakukan penjualan tanpa adanya program yang sama. Maka dari itu peneliti ingin meneliti tahapan pembentukan citra, hambatan pembentukan citra serta alasan seccoguitar menggunakan program *school of luthiere* dalam membentuk citra merek. Penelitian ini menggunakan metode penelitian kualitatif dengan teknik wawancara dan observasi. Untuk meyakinkan keabsahan data digunakan tahap triangulasi sumber dengan membandingkan antara hasil wawancara, observasi dan dokumentasi. Hasil dari penelitian ini menunjukkan bahwa seccoguitar bandung memiliki beberapa tahap pembentukan citra dari program *school of luthiere* diantaranya : *Exposure* (mengadakan *workshop* kecil untuk edukasi mengenai program ini dikalangan pecinta musik khususnya *instrument* gitar dan komunitas gitar), *Attention* (memberikan penjelasan secara detail mengenai mekanisme proses pembelajarannya), *Comperhensive* (memberikan peluang rekrutmen bekerja sama membangun dunia *luthiere* di Indonesia), *Image* (Memberikan pembelajaran secara serius mengenai gitar, material, *Craftmanship*, Behavioral (meningkatkan *hardskill* mapun *softskill* dalam membuat gitar. Begitupun dengan hambatan internal yang sering terjadi melalui program *school of luthiere* yaitu tenaga pengajar yang terbatas sedangkan hambatan *external budget* yang terlalu mahal untuk mengikuti program *school of luthiere*, ketersediaan bahan kayu sonokeling dan *ebony* yang mulai langka

Kata Kunci: Program *school of luthiere*, Seccoguitar Bandung, Tahap pembentukan citra

ABSTRACT

Seccoguitar Bandung is a local handmade guitar that not only promotes and sells all of its guitar products through offline and online media, but they also provide extensive experience and insight to the customer or participant through the activities of the school of luthiere program on the basics of making guitars in general from the initial stages to being a guitar that is worth using, selection of good materials in making guitars to applying guitar-making tools, this distinguishes from its competitors namely gentaguitar and stranoughguitar which only make sales without the same program. Therefore researchers want to examine the stages of image formation, the obstacles to image formation and the reasons for seccoguitar using the school of luthiere program in shaping brand image. This research uses qualitative research methods with interview and observation techniques. To ensure the validity of the data is used the source triangulation stage by comparing between the results of interviews, observations and documentation. The results of this study show that seccoguitar bandung has several stages of image formation from the school of luthiere program in which : Exposure (holding a small workshop for education on this program is misfortune by music lovers especially guitar instruments and the guitar community), Attention (giving a detailed explanation of the mechanism of the learning process), Comperhensive (providing recruitment opportunities to work together to build a world of luthiere in Indonesia), Image (Providing serious learning about guitar, material, Craftmanship, Behavioral (increasing hardskiil and softskill in making guitars. Even with internal obstacles that often occur through the school of luthiere program, which is limited teaching staff while external budget barriers are too expensive to follow the school of luthiere program, availability of rare sonokeling and ebony wood materials.

Keywords: Program school of luthiere, Seccoguitar Bandung, Image Formation Stage