



UNIVERSITAS MERCU BUANA
FAKULTAS ILMU KOMUNIKASI
BIDANG STUDI DIGITAL ADVERTISING AND MARKETING COMMUNICATION
Aisyah Fitria Hanifah
44315010023

Pengaruh Penggunaan Girlband Blackpink Sebagai *Brand Ambassador* Dalam Meningkatkan Minat Beli Selama Event Promosi 12.12 Birthday Sale Tahun 2018 (Survey Terhadap Followers Akun Instagram CoppaMagz Tahun 2019)
Jumlah Halaman : Cover + 81 halaman + 12 lampiran
Bibliografi : 23 acuan tahun 2003 - 2018

ABSTRAK

Skripsi ini membahas tentang Pengaruh Penggunaan Girlband Blackpink Sebagai *Brand Ambassador* Dalam Meningkatkan Minat Beli Selama Event Promosi 12.12 Birthday Sale Tahun 2018 berlangsung. Penelitian ini dilatarbelakangi masuknya Shopee dalam kategori e-commerce yang paling banyak direkomendasikan dalam survei MarkPlus Inc dan penelitian ini bertujuan untuk mengetahui pengaruh Blackpink sebagai *Brand Ambassador* selama event promosi 12.12 Birthday Sale 2018 berlangsung terhadap minat beli konsumen.

Pada penelitian ini menggunakan atribut *brand ambassador* VISCAP yaitu, *Visibility*, *Credibility*, *Attraction*, dan *Power*. *Visibility* adalah seberapa jauh popularitas seorang *Brand Ambassador*, *Credibility* adalah keahlian seorang *Brand Ambassador*, *Attraction* adalah tingkat disukai dan kemiripan dengan khalayak, *Power* adalah kekuatan seorang *Brand Ambassador*. Selain teori VISCAP penelitian ini juga menggunakan teori *Hierarchy Effect Model*, yaitu *awareness- knowledge- liking- preference- conviction- purchase*.

Hasil penelitian ini menggunakan pendekatan kuantitatif menggunakan metode survey dengan teknik pengumpulan data jenis *non probability sampling*. Hasil dari penelitian ini menunjukkan nilai t hitung 7,075 lebih besar dari t tabel 1,66008. Hal tersebut menyatakan bahwa pada penelitian ini H_1 diterima, pernyataan bahwa *Brand Ambassador* berpengaruh terhadap minat beli diperkuat dengan nilai korelasi sebesar 0,576 yang berarti dua variabel memiliki hubungan yang cukup berarti, dengan nilai koefisien determinasi sebesar 33% variabel minat beli dapat dijelaskan oleh variabel *brand ambassador*. Dalam penelitian ini dapat disimpulkan bahwa ada pengaruh Blackpink sebagai *Brand Ambassador* selama promosi Shopee 12.12 Birthday Sale 2018 berlangsung.

Kata Kunci : *Brand Ambassador*, Minat Beli, Kpop, *Girlband*, Blackpink



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Aisyah Fitria Hanifah
44315010023

The Influence of the Use of Blackpink Girlband as Brand Ambassadors in Increasing Interest in Buying During the 12.12 Birthday Sale Promotion Event in 2018
(Survey of CoppaMagz Instagram Account Followers 2019)
Number of Pages : Cover + 81 Pages + 12 attachments
Bibliography: 23 references in 2003 - 2018

ABSTRACT

This thesis discusses the influence of the use of Blackband Girlband as Brand Ambassadors in Increasing Buying Interest during the 12.12 Birthday Sale Promotion Event in 2018. This research is motivated by the entry of Shopee in the e-commerce category that is most recommended in the MarkPlus Inc. survey and this study aims to determine the effect of Blackpink as a Brand Ambassador during the promotional event 12.12 Birthday Sale 2018 took place on consumer buying interest.

In this study using VISCAP brand ambassador attributes, namely, Visibility, Credibility, Attraction, and Power. Visibility is how far the popularity of a Brand Ambassador, Credibility is the expertise of a Brand Ambassador, Attraction is the level of liking and resemblance to the audience, Power is the strength of a Brand Ambassador. In addition to VISCAP theory, this study also uses the Hierarchy Effect Model theory, namely awareness-knowledge-liking-preference-conviction-purchase.

The results of this study use a quantitative approach using a survey method with non-probability sampling types of data collection techniques. The results of this study indicate the value of t 7.075 is greater than t table 1.66008. It states that in this research H1 is accepted, the statement that the Brand Ambassador influences buying interest is strengthened by a correlation value of 0.576 which means that the two variables have a significant relationship, with a coefficient of determination of 33% the variable purchase interest can be explained by the variable brand ambassador. In this study it can be concluded that there is an influence of Blackpink as a Brand Ambassador during the promotion of Shopee 12.12 Birthday Sale 2018.

Keywords: Brand Ambassador, Purchase Interest, KPop, Girlband, Blackpink