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PENGARUH PENGGUNAAN BRAND AMBASSADOR GROUP BAND SLANK DALAM IKLAN SHOPEE VERSI “PASTI ADA” TERHADAP MINAT BELI (Survey dilakukan terhadap followers instagram @slankers_kalideres Jakarta Barat periode penelitian November – Desember 2019)

Jumlah Halaman : 102 Halaman
Bibliografi : 30 acuan, Tahun 1995 - 2019

ABSTRAK

Dalam penelitian ini, teori yang digunakan dalam penelitian ini yaitu Teori Advertising Exposure atau Terpaan Iklan yaitu dalam penelitian ini adalah terpaan Brand Ambassador Slank dalam iklan Shopee “Pasti Ada” versi Slank sebagai variabel X dapat diukur melalui tiga dimensi, yaitu dimensi frekuensi, dimensi durasi, dan dimensi intensitas. Lalu Minat Beli variabel Y untuk mengetahui adanya *response* pada *followers @slankers_kalideres* Jakarta Barat. Hal tersebut dikarenakan setiap brand ambassador mempunyai tujuan utama yaitu untuk Minat Beli pada Shopee.

Penelitian ini menggunakan Brand Ambassador (*Trustworthiness, Expertise, Attractiveness, Respect, Similiarty*) dari Shimp dan Minat Beli (*Attention, Interst, Search, Action*) dari Wirawan, W., & Hapsari.

Tipe penelitian yang digunakan bersifat eksplanatif dengan pendekatan kuantitatif, metode pengumpulan data menggunakan metode survey berupa kuesioner dengan jumlah sampel 95 responden yang berasal dari komunitas *followers @slankers_kalideres* Jakarta Barat dan penelitian ini dilakukan dengan teknik pengumpulan data yaitu teknik simple random sampling

Dari hasil penelitian ini diperoleh kesimpulan bahwa Terdapat Pengaruh penggunaan *Brand Ambassador* Slank terhadap Minat Beli sebesar 48%.

Kata Kunci: *Brand ambassador, Minat Beli, E-commerce, Slank*



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INFLUENCE OF USE OF BAND SLANK BRAND AMBASSADOR GROUP IN SHOPEE ADVERTISING VERSION "DEFINITELY" ON INTEREST IN BUYING (Survey conducted on followers of instagram @slankers_kalideres West Jakarta research period November - December 2019)

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Bibliography: 30 references, 1995 - 2019

ABSTRACT

In this study, the theory used in this study is Advertising Exposure Theory or Advertising Exposure, which in this study is the exposure of Brand Ambassador Slank in Shopee's "Sure There" advertisement as a variable X can be measured through three dimensions, namely the frequency dimension, the duration dimension, and intensity dimensions. Then Interests Buy variable Y to find out the response to followers of @slankers_kalideres, West Jakarta. That is because every brand ambassador has the main goal of buying interest in Shopee.

This study uses Brand Ambassadors (Trustworthiness, Expertise, Attractiveness, Respect, Similiarty) from Shimp and Interest in Attention, Interst, Search, Action from Wirawan, W., & Hapsari.

The type of research used is explanatory with a quantitative approach, the method of data collection using a survey method in the form of a questionnaire with a sample of 95 respondents who came from the followers of @slankers_kalideres West Jakarta and this research was conducted with data collection techniques, namely simple random sampling technique

From the results of this study, it was concluded that there was an influence of the use of Brand Ambassador Slank on Purchase Interest by 48%.

Keywords: *Brand ambassador, Purchase Interest, E-commerce, Slank*