

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Apa saja gambaran Brand Ambassador , iklan, Brand image dan sikap kaum millennial dan Apakah terdapat pengaruh dan seberapa besar pengaruh Brand Ambassador Hamish Daud dan Iklan Gerakan CLEAR Ayo Indonesia Bisa terhadap Brand Image CLEAR dan sikap kaum millennial. Penelitian mengambil subjek anak Millennial. Pengambilan data dilakukan dengan penyebaran kuesioner secara online kepada subjek penelitian. Penelitian ini menggunakan pendekatan kuantitatif metode survey dan menggunakan teknik Purposive sampling. Hasilnya dari data analisis secara statistik dengan menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa (H1) Brand Ambassador berpengaruh positif dan signifikan terhadap brand image. Bernilai ( $\beta$ ) = 0.553 dengan probabilitas signifikansi ( $\text{sig}$ ) < 0,05. Analisis kedua (H2) Iklan berpengaruh positif dan signifikan terhadap brand image. bernilai ( $\beta$ ) = 0.475. Analisis ketiga (H4) yaitu Brand Ambassador berpengaruh positif dan signifikan terhadap Sikap. bernilai ( $\beta$ ) = 0.424. Analisis kelima (H5) Iklan berpengaruh positif dan signifikan terhadap Sikap. bernilai ( $b$ ) = 0.363. Maka (H5) diterima. Kesimpulannya peneliti menemukan bahwa 39,1% Brand Image CLEAR dapat dijelaskan melalui variabel Brand Ambassador dan Iklan CLEAR Ayo! Indonesia Bisa. Serta Peneliti juga menemukan 41,5% Sikap Kaum millennial dapat dijelaskan melalui variabel Brand Ambassador dan Iklan CLEAR Ayo! Indonesia Bisa. Sisanya dapat dijelaskan oleh variabel lain yang tidak dimasukkan kedalam model penelitian ini.

Kata Kunci: Brand Ambassador, Iklan, Brand Image, Sifat

## ABSTRACT

Brand Ambassador, advertisements, brand image and millennial attitude and Responsibility for the Brand Ambassador Hamish Daud and CLEAR Ayo Ad Movement Indonesia can oppose the CLEAR brand image and millennial attitude. Research takes the subject of Millennial children. Data is collected by distributing questionnaires to research subjects online. This study uses quantitative survey methods and uses purposive sampling technique. Multiple regression analysis using multiple linear regression. The results showed that (H1) Brand Ambassador showed positive and significant impact on brand image. Value ( $\beta$ ) = 0.553 with a probability of significance (sig) <0.05. The second analysis (H2) has a positive and significant role on brand image. value ( $\beta$ ) = 0.475. Analysis of three (H4) namely Brand Ambassador has a positive and significant effect on attitude. value ( $\beta$ ) = 0.424. Reply analysis (H5) Ads agree positively and significantly to attitude. value (b) = 0.363. Then (H5) is accepted. In conclusion, the researchers found that 39.1% of CLEAR Brand Image can be accessed through the Brand Ambassador variable and CLEAR Ad Come on! Indonesia Can. And the researchers also found 41.5% Millennial Attitudes can be accessed through the Brand Ambassador variable and CLEAR Ads Come on! Indonesia Can. The rest can be assessed by other variables not included in this research model.

Keywords: Brand Ambassador, Advertising, Brand Image, attitude



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