

## ABSTRAK

Nama : Siti Nurpuspita Haerunisa  
NIM : 44319010005  
Program Studi : Advertising & Marketing Communication  
Judul Laporan Skripsi : PENGARUH BRAND AMBASSADOR FADIL JAIDI TERHADAP MINAT BELI PRODUK CATERING YELLOWFIT KITCHEN DI INSTAGRAM  
Pembimbing : Muthia Rahayu S.Ikom, M.Ikom  
Bibliograf Website : 5 Bab, 96 Halaman + Lampiran + 14 Buku + 25

Munculnya media sosial Instagram saat ini tidak hanya digunakan sebagai sarana hiburan saja, tetapi juga sekarang banyak digunakan sebagai sarana untuk melakukan promosi dan pemasaran yang dilakukan oleh para pelaku pebisnis. Tak hanya itu, seiring berkembangnya zaman di dunia digital para pebisnis juga kerap menggunakan jasa Brand Ambassador sebagai alat promosi nya di sosial media, Brand Ambassador merupakan seseorang yang digunakan oleh perusahaan sebagai media promosi untuk mempengaruhi konsumen dan menarik perhatian konsumen.

Teori ini menggunakan teori Karakteristik Brand ambassador Menurut Greenwood (Transparasi, Kesesuaian, Kredibilitas, Daya tarik, Kekuatan) dan Teori Minat beli menurut Ferdinand (Transaksional, Referensial, Preperensial, Eksploratif).

Penelitian ini merupakan jenis kuantitatif dimana hasil penelitiannya berupa angka dengan paradigma positivisme. Penelitian ini juga menggunakan teknik non probability dengan metode survey kuisioner secara online kepada 100 orang sampel dari followers akun Instagram @yellowfitkitchen.

Dari hasil penelitian dan analisis data yang telah dilakukan, diperoleh hasil bahwa terdapat pengaruh yang cukup (sedang) besar dari Pengaruh Brand Ambassador Fadil Jaidi Terhadap Minat Beli Produk Catering Diet YellowFit Kitchen Di Instagram.

**Kata Kunci** : *Brand ambassador, Minat beli, Media sosial Instagram, Yellowfit Kitchen.*

## ABSTRACT

Name : Siti Nurpuspita Haerunisa  
NIM : 44319010005  
Study Program : Advertising & Marketing Communication  
Title Internship Report : The Influence of Brand Ambassador Fadil Jaidi on Interest in Buying YellowFit Kitchen Catering Products on Instagram  
Counsellor : Muthia Rahayu S.Ikom, M.Ikom  
Bibliography : 5 Chapters, 108 Pages + Attachments + 14 Books + 25 Internet Website

*The emergence of Instagram social media is currently not only used as a means of entertainment, but is also now widely used as a means of promotion and marketing carried out by business people. Not only that, along with the development of the era in the digital world, business people also often use Brand Ambassador services as a promotional tool on social media, a Brand Ambassador is someone who is used by companies as a promotional medium to influence consumers and attract consumer attention.*

*This theory uses the theory of Brand Ambassador Characteristics according to Greenwood (Transparency, Appropriateness, Credibility, Attractiveness, Strength) and Purchase Interest Theory according to Ferdinand (Transactional, Referential, Preferential, Explorative).*

*This research is a quantitative type where the research results are in the form of numbers with a positivism paradigm. This study also uses non-probability techniques with an online questionnaire survey method for 100 sample people from followers of the Instagram account @yellowfitkitchen.*

*From the results of the research and data analysis that has been carried out, the results show that there is a considerable (moderate) influence from the Influence of Brand Ambassador Fadil Jaidi on Interest in Buying Catering Diet YellowFit Kitchen Products on Instagram.*

**Keywords:** *Brand ambassador, Purchase intention, Instagram social media, Yellowfit Kitchen.*