

ABSTRAK

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Program Studi : *Advertising & Marketing Communication*
Judul Skripsi : Pengaruh *Brand Ambassador Celebrity* Deddy Corbuzier Terhadap Minat Beli Investasi Pada Aplikasi Bibit (Survey Profesional Muda Generasi Z Di Kecamatan Kembangan).

Penelitian ini bertujuan untuk mengetahui ada atau tidaknya Pengaruh *Brand Ambassador Celebrity* Deddy Corbuzier Terhadap Minat Beli Investasi Pada Aplikasi Bibit (Survey Profesional Muda Generasi Z Di Kecamatan Kembangan) pada periode 2023. *Brand Ambassador* deddy corbuzier dinilai dapat mempengaruhi minat beli investasi pada aplikasi reksadana Bibit. Variabel X pada penelitian ini yaitu *Brand Ambassador* dengan dimensi teori VisCAP (*Visibility, Credibility, Atraction, dan Power*). Variabel Y pada penelitian ini yaitu Minat Beli dengan dimensi (Minat Transaksional, Minat Referensial, Minat Preferensial, dan Minat Eksploratif).

Dalam penelitian ini paradigma yang digunakan adalah positivisme dengan metode yang digunakan adalah deskriptif kuantitatif survei sampel. Populasi yang diambil adalah wilayah kecamatan kembangan sebesar 334,115 dan sampel yang diambil adalah 100 responden yang didapatkan dari rumus taro yamane dan kuesioner tersebut disebarkan untuk mendapatkan tanggapan terhadap pengaruh brand ambassador *Celebrity Deddy Corbuzier* terhadap Minat beli investasi pada aplikasi bibit

Berdasarkan hasil penelitian hubungan *Brand Ambassador Celebrity* Deddy Corbuzier dalam mempengaruhi minat beli investasi berada pada hubungan yang kuat dengan hasil korelasi pearson sebesar 0,798, dengan besar pengaruh 63,8%.

Kesimpulan penelitian membuktikan bahwa adanya pengaruh *Brand Ambassador Celebrity* Deddy Corbuzier terhadap Minat Beli Investasi. Deddy Corbuzier memiliki *Visibility, Credibility, Atraction, dan Power* yang kuat sehingga bisa menarik minat beinvestasi pada aplikasi bibit.

Kata Kunci : *Brand Ambassador*, Minat Beli, Generasi Z, Aplikasi Reksadana Bibit.

ABSTRACT

Name : Muhammad Nur Hidayah
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Title of Thesis Report : *The Influence of Celebrity Brand Ambassador Deddy Corbuzier on Interest in Buying Investments in Bibit Applications (Survey of Generation Z Young Professionals in Kembangan District).*

This study aims to determine whether or not there is an influence of celebrity brand ambassador Deddy Corbuzier on investment buying interest in Bibit applications (Z generation young professional survey in Kembangan district). in the 2023 period. Brand Ambassador deddy corbuzier is considered to be able to influence the intention to buy investment in the Seed mutual fund application. Variable X in this study is Brand Ambassador with the theoretical dimensions of VisCAP (Visibility, Credibility, Attraction, and Power). Variable Y in this study is Purchase Intention with dimensions (Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest).

In this study the paradigm used is positivism with the method used is a quantitative descriptive sample survey. The population taken is the Kembangan sub-district area of 334,115 and the sample taken is 100 respondents obtained from the Taro Yamane formula and the questionnaire is distributed to get responses to the influence of Brand Ambassador Celebrity Deddy Corbuzier on Interest in buying investment in Bibit applications

Based on the results of research on the relationship between Brand Ambassador Celebrity Deddy Corbuzier in influencing investment buying interest there is a strong relationship with the results of the Pearson correlation of 0.798, with a large influence of 63.8%.

The conclusion of the research proves that there is an influence of Celebrity Brand Ambassador Deddy Corbuzier on Investment Buying Interest. Deddy Corbuzier has strong Visibility, Credibility, Attraction and Power so that he can attract interest in investing in seed applications.

Keywords: Brand Ambassador, Purchase Intention, Generation Z, Bibit Mutual Fund Application.