ABSTRAK

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Program Studi	: Ilmu Komunikasi
Judul Laporan Skripsi	:Pengaruh *Brand Ambassador* Nagita Slavina Terhadap Minat Beli MS Glow Di Instagram.
Pembimbing	: Andri Budiwidodo, S.Ikom, M.Ikom

Penelitian ini bertujuan untuk mengetahui ada atau tidak pengaruh *Bramd Ambassador* Nagita Slavina terhadap minat beli MS Glow di Instagram. Dalam penelitian ini paradigma yang digunakan adalah positivisme dengan metode yang digunakan adalah deskriptif kuantitatif, data dikumpulkan melalui kuesioner online yang disebarkan kepada *Followers* @Zahrotunnisa13 sampel yang diambil sebesar 93 orang, pengguna Instagram yang mengikuti akun MS Glow serta mengetahui Nagita Slavina. *Brand Ambassador* Nagita Slavina dinilai dapat mempengaruhi minat beli produk MS Glow pada platform Instagram. 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.

Berdasarkan hasil penelitian hubungan *Brand Ambassador* Nagita Slavina dalam mempengaruhi minat beli MS Glow berada pada hubungan yang kuat dengan hasil korelasi pearson sebesar 0,714, dengan besar pengaruh 51%. Kesimpulan penelitian membuktikan bahwa adanya pengaruh *Brand Ambassador* Nagita Slavina terhadap Minat Beli MS Glow di Instagram. Nagita Slavina memiliki Visibility,Credibility,Atraction,dan Power yang kuat sehingga bisa menarik minat beli produk MS Glow di Instagram.

Kata kunci : *Brand Ambassador*, Minat Beli, Media Sosial Instagram, MS Glow

ABSTRACT

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Study Program : Communication Science

Title of Thesis Report: The Influence of Brand Ambassador Nagita Slavina on

Interest in buying MS Glow on Instagram.

Advisor: Andri Budiwidodo, S.Ikom, M.Ikom

This study aims to determine whether or not the influence of Bramd Ambassador Nagita Slavina on buying interest in MS Glow on Instagram. In this study, the paradigm used is positivism with the method used is descriptive quantitative, data collected through online questionnaires distributed to Followers @Zahrotunnisa13 samples taken were 93 people, Instagram users who follow the MS Glow account and know Nagita Slavina. Brand Ambassador Nagita Slavina is considered to be able to influence buying interest in MS Glow products on the Instagram platform. Variable X in this study is Brand Ambassador with the dimensions of VisCAP theory (Visibility, Credibility, Attraction, and Power). Variable Y in this study is Purchase Interest with dimensions (Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest.

Based on the results of the research, the relationship between Brand Ambassador Nagita Slavina in influencing MS Glow's buying interest is in a strong relationship with the Pearson correlation result of 0.714, with a magnitude of 51% influence. The conclusion of the study proves that there is an influence of Brand Ambassador Nagita Slavina on MS Glow's buying interest on Instagram. Nagita Slavina has strong Visibility, Credibility, Attraction, and Power so that she can attract buying interest in MS Glow products on Instagram.

Keywords : Brand Ambassador, Purchase Interest, Instagram Social Media, MS Glow