

HUBUNGAN ANTARA KEEFEKTIFAN *TAGLINE* DENGAN *BRAND IMAGE* OPPO (Survei pada siswa/i Kelas X dan XI SMA Negeri 34 Jakarta)

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Abstrak

Penelitian ini dilakukan untuk mencari tau adanya pengaruh hubungan antara *tagline* dengan *brand image* OPPO. OPPO saat ini telah menjadi *smartphone* yang patut untuk diperhitungkan di pasar ponsel Indonesia. OPPO hadir dengan *tagline* barunya yaitu “*camera phone*” yang sebelumnya OPPO “*smartphone*”, yang berarti kelebihan utama OPPO yaitu terletak pada kemampuan kamera tingkat tinggi. OPPO terus berusaha untuk memanjakan konsumennya dengan fitur unggulan agar sasaran utama yaitu remaja dapat beralih ke *smartphone* asli asal Cina ini. *Tagline* yang efektif harus memperhatikan beberapa elemen penting yaitu asli, dapat dipercaya, sederhana, mempengaruhi, meyakinkan dan mudah diingat. Penelitian ini menggunakan pendekatan kuantitatif, jenis penelitian eksplanatif, dan metode penelitian menggunakan metode survei. Populasi pada penelitian ini adalah siswa kelas X dan XI SMA Negeri 34 Jakarta sebanyak 576 orang dengan 85 responden menggunakan rumus Slovin. Hasil penelitian ini menunjukkan bahwa korelasi antara efektivitas *tagline* OPPO dan *brand image* adalah cukup. Uji koefisien determinasi menunjukkan bahwa pengaruh variabel X dan variabel Y sebesar 31,4%. Hipotesis yang menyatakan bahwa H_a semakin efektif *tagline* OPPO maka semakin kuat *brand image* OPPO diterima.

Kata kunci : oppo, *tagline*, *brand image*

**THE RELATIONSHIP BETWEEN EFFECTIVENESS OF A
TAGLINE WITH THE BRAND IMAGE OF OPPO
(Survey Conducted in Students Class X and XI SMA Negeri 34
Jakarta)**

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Abstract

The study is done to find out the influence the relationship between a tagline with the brand image of OPPO. OPPO when this has been a smartphone that deserve to reckoned at market cell phone Indonesia. OPPO present with a tagline his new namely “camera phone” formerly oppo “smartphone”, which means excess main OPPO is on the ability of the camera a high level.OPPO to continue to try to indulge of consumers with features of seed namely that the main target of teenagers could turn to smartphone native from china this. A tagline effective have to take some important element that is native, trustworthy, simple, affecting, convincing and easy to remember. This research used a quantitative approach, the kind of research eksplanatif, and methods the research uses a method of surveying. Population to research this is a student X and XI public SMA 34 jakarta as much as 576 people with 85 respondents using formulas slovin. This research result indicates that the correlation between the effectiveness of a tagline OPPO and the brand image of is quite. Test the coefficients determination shows that variable influence X and variable Y of 31.4%. A hypothesis that stated that Ha had been more effectively a tagline oppo the more strong the brand image of oppo accepted.

Keywords : oppo, tagline, brand image