

**PENGARUH DAYA TARIK *BRAND AMBASSADOR* AFGANSYAH REZA
TERHADAP *BRAND IMAGE SMARTPHONE* VIVO (SURVEI PADA
FOLLOWERS INSTAGRAM @VIVO_INDONESIA YANG MELIHAT IKLAN
AFGAN)**

La Ode Muhamad Wahid Dien

Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik

Universitas Pembangunan Nasional “Veteran” Jakarta

ABSTRAK

Vivo adalah perusahaan *global* yang memproduksi *Smartphone* dan mempunyai pasarnya di Indonesia, dalam mempromosikan produknya Vivo menggunakan *Brand ambassador* sebagai salah satu strategi marketingnya. Dalam pemilihan *Brand ambassador* Vivo memilih Afgansyah Reza sebagai *Brand ambassador*-nya. Karena sebagai selebriti Afgansyah Reza dianggap memiliki daya tarik yang cukup dalam mempromosikan suatu produk. Penelitian ini membahas mengenai pengaruh daya tarik *brand ambassador* Afgansyah Reza terhadap *brand image smartphone* Vivo. Metode penelitian ini adalah kuantitatif dengan jumlah 100 responden dari *followers* instagram Vivo Indonesia. Teori yang digunakan pada penelitian ini adalah teori *Selective Influencer*. Daya Tarik *Brand Ambassador* diukur berdasarkan 3 (tiga) dimensi yaitu *Physical likability*, *Non-physical likability*, dan *Similiarity* sedangkan *Brand Image* diukur berdasarkan 5 (lima) dimensi yaitu *Brand Identity*, *Brand Personality*, *Brand Association*, *Brand Attitude*, dan *Brand Benefit and Competence*. Hasil penelitian dari uji korelasi diketahui memiliki hubungan yang kuat, artinya bahwa daya tarik *brand ambassador* berhubungan dengan *brand image*. Hasil uji koefisien determinasi diketahui memiliki pengaruh sebesar 37,7% dan sisanya ditentukan oleh faktor lain. Hasil uji regresi menunjukkan bahwa setiap penambahan 1% nilai Daya Tarik *Brand Ambassador*, maka nilai *Brand Image* bertambah sebesar 0,829. Hasil uji hipotesis dengan t hitung dapat disimpulkan H_0 ditolak dan H_a diterima yang berarti daya tarik *brand ambassador* Afgansyah reza berpengaruh terhadap *brand image*.

Kata Kunci : *Brand Image*, Daya Tarik *Brand Ambassador*,
Teori *Selective Influence*

***INFLUENCE OF BRAND AMBASSADOR AFGANSYAH REZA TOWARDS
BRAND IMAGE SMARTPHONE VIVO (SURVEYS ON INSTAGRAM
FOLLOWERS @VIVO_INDONESIA THAT SAW AFGAN ADS)***

La Ode Muhamad Wahid Dien

Communication Science Studies Program,

Faculty of Social and Political Sciences

ABSTRACT

Vivo is a global company that manufactures smartphones and has its market in Indonesia, in Promoting its products Vivo using Brand Ambassador as one of its marketing strategies. In the selection of brand, Ambassador Vivo chose Afgansyah Reza As its brand Ambassador. Because as a celebrity Afgansyah Reza is considered to have a considerable appeal in promoting a product. This research is talking about the influence of brand ambassador Afgansyah Reza towards brand image smartphone Vivo. This method of research is the Quantitative with a total of 100 respondents from Instagram's followers Vivo Indonesia. The theory used In this research is the Selective Influencer theory. The appeal of Brand Ambassadors is measured based on 3 (three) Dimensions of Physical likability, Non-Physical likability, and similarity whereas brand Image is measured Based on 5 (five) dimensions namely Brand Identity, Brand Personality, Brand Association, Brand Attitude, and brand Benefit and Competence. The Research results from the correlation test are known to have strong relationships, meaning that the appeal of the brand ambassador relates to the brand image. The test result coefficient of determination is known to have an effect of 37.7% and the rest is determined by other factors. The regression test results showed that every 1% increase in the value of the brand Ambassador's appeal, the brand Image value increased by 0.829. Hypothesis test results with T count can be deduced H0 rejected and Ha accepted which means the appeal of the brand ambassador Afgansyah Reza affects the brand image.

Keywords : *Brand Ambassador Appeal, Brand Image, Selective Influence Theory*

