

**HUBUNGAN ANTARA KEEFEKTIFAN *TAGLINE* DENGAN *BRAND IMAGE* VIVO (Survei pada warga kota Jakarta Selatan kecamatan Cilandak kecamatan Pasar Minggu tepatnya kelurahan Lebak Bulus dan kelurahan Pasar Minggu)**

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**Abstrak**

Latar belakang dalam penelitian ini menjelaskan hubungan antara keefektifan *tagline* dengan *brand image* Vivo yang bertujuan untuk memberikan *brand image* Vivo yang baik dimata konsumen melalui efektivitas *tagline* dengan iklan di televisi. Hal ini membuat penulis meneliti hubungan antara keefektifan *tagline* dengan *brand image* Vivo. Penulis menggunakan *brand image* dengan populasi dalam penelitian ini adalah warga kota Jakarta Selatan kecamatan Cilandak dan kecamatan Pasar Minggu tepatnya di kelurahan Lebak Bulus dan kelurahan Pasar Minggu yang mengetahui produk dari Vivo, sebanyak 70.858 responden, jumlah sampel yang didapatkan berdasarkan rumus Yamane sebanyak 100 responden. Efektivitas *tagline* diukur berdasarkan enam dimensi yaitu *original*, *believable*, *simple*, *provocative*, *persuasive*, dan *memorable*. *Brand image* diukur berdasarkan tiga dimensi yaitu keunggulan asosiasi merek, kekuatan asosiasi merek, dan keunikan asosiasi merek. Hasil analisis korelasi menunjukkan bahwa, terdapat nilai korelasi  $r$  yaitu = 0,904. Nilai memiliki hubungan yang kuat karena terletak di antara lebih dari 0,90 dan nilai signifikansi *output* analisis korelasi bernilai  $0,00 < 0,05$  (tingkat kesalahan). Hal ini berarti dapat disimpulkan bahwa efektivitas *tagline* (X) dengan *brand image* terdapat hubungan yang sangat berarti.

**Kata Kunci :** efektivitas *tagline*, dan *brand image*

***THE RELATIONSHIP BETWEEN THE EFFECTIVENESS OF THE TAGLINE  
WITH THE BRAND IMAGE OF VIVO (Surveys on the citizens of Jakarta Selatan  
subdistrict of Cilandak Sunday market precisely the village of Lebak Bulus and  
village Sunday market)***

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***Abstract***

*Background in this research explains the relationship between the effectiveness of the tagline with the brand image of Vivo which aims to give a good brand image in the eyes of consumers the Vivo through effectiveness tagline with advertising on television. This makes the author examines the relationship between the effectiveness of the tagline with the brand image of Vivo. The author uses the brand image with the population in this research is a citizen of the city of Jakarta Selatan subdistrict of Cilandak and Pasar Minggu in the village of Lebak Bulus and village Pasar Minggu who knows the product of Vivo, a total of 70,858 of the respondents, the number of samples obtained on the basis of the formula Yamane as much as 100 respondents. The effectiveness of the tagline is measured based on six dimensions that is original, believable, simple, persuasive, provocative, and memorable. Brand image is measured based on three dimensions, namely the primacy of the Association of the brand, brand association, the strength and uniqueness of the brand association. Correlation analysis of the results showed that there is a correlation value  $r$ , i.e. = 0.904. The value of having a strong relationship because it lies between 0.90 and values over the significance of the correlation analysis of output value  $0.00 < 0.05$  (error rate). This means it can be concluded that the effectiveness of the tagline (X) with brand image, there is a very meaningful relationships.*

***Key words:*** *effectiveness of the tagline, and brand image*