

PENGARUH PESAN IKLAN SIRUP MARJAN DI TELEVISI TIAP BULAN RAMADAN TERHADAP *BRAND LOYALTY* KONSUMEN

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ABSTRAK

Ramadan adalah momen spesial bagi banyak konsumen di Indonesia. Pesan-pesan iklan yang ditayangkan selama bulan Ramadan sering kali menyentuh nilai-nilai spiritual, keluarga, dan kebaikan, yang dapat mempengaruhi persepsi dan emosi konsumen terhadap *brand*. Namun, belum banyak kajian mendalam mengenai pesan-pesan iklan yang mampu mempengaruhi peningkatan *brand loyalty* konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh Pesan Iklan Sirup Marjan “Baruna Sang Penjaga Samudra” di Televisi tiap Bulan Ramadan terhadap *Brand Loyalty* Konsumen. Teori Emosi dan Pengaruh dalam Komunikasi Pemasaran. Metode penelitian yang digunakan pada penelitian ini adalah kuantitatif eksplanatif. Teknik sampling menggunakan *purposive sampling* dan populasi penelitian ini adalah konsumen sekaligus penonton iklan sirup Marjan di televisi dengan jumlah sampel sebanyak 100 hasil dari rumus Lemeshow. Hasil uji koefisien determinasi menunjukkan bahwa Pesan Iklan Sirup Marjan “Baruna Sang Penjaga Samudra” di Televisi tiap Bulan Ramadan berpengaruh pada *brand loyalty* konsumen sebesar 69.7% dan sebanyak 30.3% kemungkinan besar dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci: *Brand Loyalty*, Iklan Televisi, Periklanan, Pesan Iklan

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ABSTRACT

Ramadan is a special moment for many consumers in Indonesia. Advertising messages aired during Ramadan often touch on spiritual, family, and kindness values, which can affect consumers' perceptions and emotions towards the brand. However, there have not been many in-depth studies on advertising messages that can affect increasing consumer brand loyalty. This study aims to determine the influence of the Marjan Syrup Advertising Message “Baruna Sang Penjaga Samudra” on Television every Ramadan on Consumer Brand Loyalty. Theory of Emotion and Influence in Marketing Communication. The research method used in this study is quantitative explanatory. The sampling technique uses purposive sampling and the population of this study is consumers as well as viewers of Marjan syrup advertisements on television with a sample number of 100 results from the Lemeshow formula. The results of the determination coefficient test showed that the Marjan Syrup Advertising Message “Baruna Sang Penjaga Samudra” on Television every Ramadan had an effect on consumer brand loyalty by 69.7% and as much as 30.3% was most likely influenced by other factors outside this study.

Keywords: *Advertising, Advertising Messages, Brand Loyalty, Television Commercials*