

**PENGARUH *CONTENT MARKETING* DAN *IMAGE APPEAL* KONTEN
KOLABORASI CHATIME DAN ONE PIECE PADA INSTAGRAM
@CHATIMEINDO TERHADAP MINAT BELI PENGGEMAR ONE PIECE**

ABSTRAK

Penelitian ini menganalisis pengaruh *content marketing* dan *image appeal* dalam kolaborasi Chatime x One Piece terhadap minat beli penggemar One Piece. *Content marketing* tidak hanya berfungsi sebagai strategi penyebaran informasi produk melalui media sosial, tetapi juga sebagai alat untuk menarik konsumen baru. Chatime memanfaatkan strategi ini melalui akun Instagram @chatimeindo dengan menyajikan konten beridentitas anime One Piece untuk menarik perhatian penggemarnya. Penelitian ini menggunakan *Elaboration Likelihood Model* (ELM) yang menjelaskan bahwa individu dapat memproses informasi melalui *central route* atau *peripheral route*. Penelitian ini menggunakan metode kuantitatif eksplanatif dengan survei terhadap 177 anggota komunitas NAKAMAKU! yang merupakan penggemar One Piece. Data dianalisis menggunakan regresi linear berganda dan uji hipotesis. Hasil penelitian menunjukkan bahwa baik *content marketing* maupun *image appeal* memiliki pengaruh positif terhadap minat beli penggemar One Piece terhadap produk Chatime x One Piece. Namun, pengaruh *content marketing* lebih kuat dibandingkan *image appeal*, yang mengindikasikan bahwa lebih banyak penggemar One Piece memproses informasi melalui *central route*. Temuan ini menekankan pentingnya strategi konten yang menarik dan relevan dalam membangun minat beli melalui media sosial.

Kata Kunci: *Content Marketing, Image Appeal, Minat Beli, Elaboration likelihood model (ELM), Media Sosial*

***THE INFLUENCE OF CONTENT MARKETING AND IMAGE APPEAL OF
THE CHATIME X ONE PIECE COLLABORATION CONTENT ON
@CHATIMEINDO'S INSTAGRAM ON THE PURCHASE INTENTION OF ONE
PIECE FANS.***

ABSTRACT

This study analyzes the influence of content marketing and image appeal in the Chatime x One Piece collaboration on the purchase intention of One Piece fans. Content marketing not only serves as a strategy for disseminating product information through social media but also acts as a tool to attract new consumers. Chatime employs this strategy through its Instagram account, @chatimeindo, by presenting content with a One Piece identity to capture the attention of its fans. This study applies the Elaboration Likelihood Model (ELM), which explains that individuals process information through either the central route or the peripheral route. The research adopts an explanatory quantitative approach, utilizing a survey conducted among 177 members of the NAKAMAKU! community, who are One Piece fans. Data were analyzed using multiple linear regression and hypothesis testing. The findings reveal that both content marketing and image appeal positively influence One Piece fans' purchase intention toward Chatime x One Piece products. However, content marketing has a stronger influence than image appeal, indicating that more One Piece fans process the information through the central route. These findings highlight the importance of engaging and relevant content strategies in building purchase intention through social media.

Keywords: Content Marketing, Image Appeal, Purchase Intention, Elaboration likelihood model (ELM), Social Media