

**PENGARUH KONTEN KLARIFIKASI ESQA *COSMETICS* TERHADAP
BRAND LOYALTY (SURVEI PADA *FOLLOWERS @ESQACOSMETICS*
PASCA ISU PRO-ISRAEL)**

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ABSTRAK

Konflik antara Israel dan Palestina yang kian memanas tidak lagi dianggap sebagai sebuah perang melainkan genosida karna telah mengabaikan aspek kemanusiaan. Genosida terhadap rakyat Palestina mendorong masyarakat pada gerakan Boikot, Divertasi dan Sanksi (BDS). Gerakan Boikot, Divertasi dan Sanksi (BDS) sebagai upaya penghentian genosida masih terus disuarakan hingga saat ini. Esqa merupakan salah satu produk lokal Indonesia yang terancam diboikot karena di duga pro terhadap Israel. Untuk menangani isu dan menjaga loyalitas merek, Esqa *Cosmetics* mengunggah konten klarifikasi. Penelitian ini bertujuan untuk mengetahui besaran pengaruh konten klarifikasi Esqa *Cosmetics* yang diduga pro-Israel terhadap loyalitas merek dikalangan *followers @esqacosmetics*. Penelitian ini menggunakan Teori Respons Kognitif. Metode penelitian yang digunakan dalam penelitian ini yaitu kuantitatif eksplanatif. Data primer dikumpulkan melalui penyebaran kuesioner kepada 100 responden yang merupakan pengikut akun Instagram *@esqacosmetics*. Jumlah sampel ini ditentukan menggunakan rumus Taro Yamane. Hasil uji koefisien determinasi menunjukkan pengaruh konten klarifikasi Esqa *Cosmetics* terhadap *brand loyalty* sebesar 71,3% sedangkan 28,7% dipengaruhi oleh faktor – faktor lain di luar lingkup penelitian ini. Berdasarkan uji hipotesis, diketahui H1 diterima yaitu terdapat pengaruh antara konten klarifikasi Esqa *Cosmetics* terhadap *brand loyalty followers* akun *@esqacosmetics*.

Kata kunci: *Brand loyalty*, Instagram, Isu Pro Israel, Konten Klarifikasi, Media Sosial.

***THE INFLUENCE OF ESQA COSMETICS CLARIFICATION CONTENT ON
BRAND LOYALTY (SURVEY OF @ESQACOSMETICS FOLLOWERS AFTER
THE PRO-ISRAEL ISSUE)***

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ABSTRACT

The escalating conflict between Israel and Palestine is no longer considered a war but a genocide because it has ignored the humanitarian aspect. Genocide against the Palestinian people encourages people to the Boycott, Divert and Sanctions (BDS) movement. The Boycott, Divert and Sanctions (BDS) movement as an effort to stop genocide is still being voiced today. Esqa is one of the local Indonesian products that is threatened with boycott because it is suspected of being pro-Israel. To deal with the issue and maintain brand loyalty, Esqa Cosmetics uploads clarifying content. This study aims to determine the magnitude of the effect of Esqa Cosmetics' clarifying content that is suspected of being pro-Israel on brand loyalty among @esqacosmetics followers. This research uses Cognitive Responsse Theory. The research method used in this research is explanatory quantitative. Primary data was collected through distributing questionnaires to 100 respondents who are followers of the @esqacosmetics Instagram account. This sample size was determined using the Taro Yamane formula. The results of the coefficient of determination test show that the effect of Esqa Cosmetics clarification content on brand loyalty is 71.3%, while 28.7% is influenced by other factors outside the scope of this study. Based on the hypothesis test, it is known that H1 is accepted, namely that there is an influence between the clarifying content of Esqa Cosmetics on the brand loyalty of @esqacosmetics account followers.

Keywords: Brand loyalty, Clarification Content, Instagram, Pro Israel Issues, Social Media.