

Pengaruh Daya Tarik Iklan dan *Brand Ambassador* SEVENTEEN Terhadap Minat Beli Susu Indomilk Your Way (Survei Pada *Followers* Akun Instagram @Indomilkyourway)

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ABSTRAK

Kemajuan teknologi informasi dan komunikasi telah mengubah strategi pemasaran yang digunakan oleh perusahaan. Iklan kini telah berkembang ke ranah digital lewat media sosial. Perubahan ini turut membawa masuk budaya populer global, salah satunya adalah *Korean Wave*, yang kini menjadi fenomena besar dan berpengaruh terhadap perilaku konsumen di Indonesia. Dalam konteks ini, banyak merek memanfaatkan popularitas artis Korea untuk memperkuat strategi promosi mereka, termasuk Indomilk Your Way yang menggandeng SEVENTEEN sebagai *brand ambassador*. Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh daya tarik iklan dan brand ambassador terhadap minat beli produk Indomilk Your Way, serta seberapa besar pengaruhnya. Teori yang digunakan adalah *Elaboration Likelihood Model* (ELM), yang menjelaskan bahwa konsumen dapat memproses pesan persuasif melalui dua jalur yaitu jalur sentral dan jalur perifer, tergantung pada motivasi dan kemampuan kognitif mereka. Penelitian ini menggunakan metode survei kuantitatif jenis eksplanatif. Populasi penelitian adalah pengikut akun Instagram @indomilkyourway, dengan jumlah sampel 394 responden yang ditentukan melalui rumus Taro Yamane. Teknik pengambilan sampel menggunakan *purposive sampling*, dan data dikumpulkan melalui penyebaran kuesioner. Data yang diperoleh dianalisis menggunakan SPSS versi 22. Hasil penelitian menunjukkan bahwa daya tarik iklan dan *brand ambassador* SEVENTEEN berpengaruh terhadap minat beli produk Indomilk Your Way sebesar 35% dengan variabel *brand ambassador* SEVENTEEN sebagai variabel yang lebih besar dalam mempengaruhi minat beli konsumen.

Kata Kunci: Daya Tarik Iklan, *Brand Ambassador*, Minat beli, *Elaboration Likelihood Model* (ELM), *Korean Wave*

**The Influence of Advertising Appeal and SEVENTEEN as Brand
Ambassador on Consumers' Purchase Intention of Indomilk Your Way Milk
(A Survey on Instagram Followers of @Indomilkyourway)**

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ABSTRACT

The advancement of information and communication technology has changed the marketing strategies used by companies. Advertising has now expanded into the digital sphere through social media platforms. This shift has also introduced global popular cultures, one of which is the Korean Wave, which has become a widespread phenomenon and strongly influences consumer behavior in Indonesia. In this context, many brands take advantage of the popularity of Korean artists to strengthen their promotional strategies, including Indomilk Your Way which has partnered with SEVENTEEN as brand ambassadors. This study aims to determine whether there is an influence of advertising appeal (X1) and brand ambassador (X2) on purchase intention (Y) for Indomilk Your Way, and to measure the magnitude of that influence. The theoretical framework used is the Elaboration Likelihood Model (ELM), which explains that consumers process persuasive messages through two possible routes: the *central* route and the peripheral route, depending on their motivation and cognitive ability. This study uses an explanatory quantitative survey method. The research population is the followers of the Instagram account @indomilkyourway, with a sample size of 394 respondents determined using the Taro Yamane formula. The sampling technique used purposive sampling, and data was collected through questionnaires. The data obtained were analyzed using SPSS version 22. The results showed that the attractiveness of advertising and SEVENTEEN brand ambassadors influenced the purchase interest of Indomilk Your Way products by 35%, with the SEVENTEEN brand ambassador variable as the most dominant variable in influencing consumer purchase interest.

Keywords: Advertising Appeal, Brand Ambassador, Purchase Intention, Elaboration Likelihood Model (ELM), Korean Wave