

Pengaruh Iklan Diversity Marketing Terhadap Minat Beli Produk Raecca Beauty (Studi Pada Followers Generasi Z @Raeccaid)

ABSTRAK

Industri kecantikan saat ini mengalami perubahan signifikan dengan semakin banyaknya brand yang mengangkat keberagaman dalam iklan mereka. Latar belakang penelitian ini adalah menjawab tuntutan konsumen, terutama Generasi Z, yang lebih sadar terhadap isu representasi dan inklusivitas. Raecca Beauty sebagai brand lokal turut serta menampilkan keberagaman ras, bentuk tubuh, warna kulit, dan jenis rambut dalam konten pemasarannya. Namun, belum diketahui secara pasti apakah strategi ini berdampak terhadap minat beli konsumen, khususnya pada segmen Gen Z yang menjadi target utama mereka. Oleh karena itu, penelitian ini dilakukan untuk mengetahui pengaruh iklan *diversity marketing* terhadap minat beli produk Raecca Beauty. Metode yang digunakan adalah kuantitatif dengan penyebaran kuesioner kepada 100 responden. Hasil uji hipotesis menunjukkan bahwa terdapat pengaruh yang signifikan antara *diversity marketing* terhadap minat beli, dengan nilai $t\text{-hitung} > t\text{ tabel}$ sebesar $13.153 > 1.660$ dan signifikansi $0,001 < 0.05$. Nilai R Square sebesar 0,638 menunjukkan bahwa 63,8% variasi minat beli dijelaskan oleh iklan *diversity marketing*. Berdasarkan teori *Cognitive Response* dan ketiga aspeknya (*product/message thoughts*, *source-oriented thoughts*, dan *ad execution thoughts*) terbentuk secara positif dan mendukung peningkatan minat beli. Dengan demikian, semakin tinggi penerapan iklan *diversity marketing*, semakin besar pula pengaruhnya terhadap minat beli.

Kata kunci: *diversity marketing*, minat beli, *cognitive response*, Raecca Beauty, Gen Z

**The Influence of Diversity Marketing Advertising on Buying Interest in
Raecca Beauty Products (A Study of Generation Z Followers of @raeccaid)**

ABSTRACT

The beauty industry is currently experiencing significant changes with more and more brands highlighting diversity in their advertisements. The background of this study is to answer consumer demands, especially Generation Z, who are more aware of issues of representation and inclusivity. Raecca Beauty as a local brand also displays diversity of race, body shape, skin color, and hair type in its marketing content. However, it is not yet known for certain whether this strategy has an impact on consumer purchasing interest, especially in the Gen Z segment which is their main target. Therefore, this study was conducted to determine the effect of diversity marketing advertisements on purchasing interest in Raecca Beauty products. The method used was quantitative by distributing questionnaires to 100 respondents. The results of the hypothesis test showed that there was a significant influence between diversity marketing on purchasing interest, with a calculated t-value > t table of $13.153 > 1.660$ and a significance of $0.001 < 0.05$. The R Square value of 0.638 indicates that 63.8% of the variation in purchasing interest is explained by diversity marketing advertisements. Based on Cognitive Response theory, its three aspects (product/message thoughts, source-oriented thoughts, and ad execution thoughts) are formed positively and support increased purchase intention. Therefore, the greater the implementation of diversity marketing advertising, the greater its impact on purchase intention.

Keywords: *diversity marketing, purchase intention, cognitive response, Raecca Beauty, Gen Z*

