

**PENGARUH JINGLE COCA-COLA *SHARE A COKE ID* VERSI  
NIKMATI BERSAMA TERHADAP *BRAND IMAGE*  
KHALAYAK  
(SURVEI PADA MAHASISWA JURUSAN AKUNTANSI  
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**Abstrak**

Penelitian ini dilakukan untuk mengetahui seberapa besar pengaruh *Jingle Coca-Cola Share A Coke ID* versi Nikmati Bersama terhadap *Brand Image* khalayak. Data yang digunakan dalam penelitian ini berupa data primer yang dikumpulkan dari hasil kuesioner kepada 85 responden yang pernah mendengar *Jingle Coca-Cola Share A Coke ID* versi Nikmati Bersama. Dengan teknik random sampling. Tujuan penelitian mengukur seberapa besar pengaruh *Jingle Coca-Cola Share A Coke ID* versi nikmati bersama terhadap *Brand Image* khalayak. Teori yang digunakan didalam penelitian ini adalah iklan, jingle dan brand image. Metode penelitian ini menggunakan kuantitatif. Metode penelitian ini menggunakan analisis deskriptif dan inferensial dengan regresi sederhana. Hasil penelitian menunjukkan bahwa ada pengaruh *jingle Coca-Cola Share A Coke ID* versi Nikmati Bersama terhadap *Brand Image* khalayak. Kesimpulan, *jingle Coca-Cola Share A Coke ID* versi Nikmati Bersama terhadap *Brand Image* khalayak ini mampu mempengaruhi khalayak dengan adanya *brand image*. Saran, untuk *jingle* agar suatu ciri khas dari *jingle* itu sendiri masih tersimpan dalam khalayak.

**Keata Kunci:** Iklan, *Jingle*, *Brand Image*, Coca-Cola.

**THE EFFECT OF JINGLE COCA-COLA SHARE A COKE ID  
VERSION ENJOY A JOINT AGAINST THE BRAND IMAGE  
WITH THE SURVEY TO STUDENT ACCOUNTING MAJORS  
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**Abstract**

The study was conducted is done to know how big the influence of jingle share coke id coca-cola version enjoy a joint against the brand image of people. The data used in this research in the form of primary collected from the results of the questionnaire to 85 respondents who have heard jingle share a coke id coca-cola version enjoy with. A random sampling. Research objectives measure how big the influence of jingle Coca-Cola share a coke id version enjoy a joint against the brand image of people. A theory that used inside this research is the, jingle and the brand image. Research methodology it uses quantitative. Research methodology it uses descriptive analysis and inferential with regression simple. The results of the study showed that there was some influence jingle coca-cola share a coke id version enjoy a joint against the brand image of people. Conclusion, jingle Coca-Cola share a coke id version enjoy a joint against the brand image of people this can influence people.

***Keyword:*** Advertising, Jingle, Brand Image, Coca-Cola.