

**PENGARUH DAYA TARIK IKLAN KOPI TUKU DI MEDIA SOSIAL
INSTAGRAM TERHADAP *BRAND EQUITY***

(Surve kepada *followers* instagram kopi tuku)

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Abstrak

Latar belakang penelitian ini membahas tentang bagaimana Pengaruh Daya Tarik Iklan Kopi Tuku di sosial Media *Instagram* terhadap *brand Equity*. Tujuan penelitian dalam penelitian ini adalah untuk mengetahui dan mengukur seberapa besar daya tarik iklan Kopi Tuku di Sosial media *instagram* terhadap *Brand Equity*. Teori penelitian menggunakan model model kognitif Respon. Metode penelitian ini menggunakan metode kuantitatif. Sampel dalam penelitian ini adalah *followers* Instagram Kopi Tuku yang berjumlah 100 responden. Teknik penarikan sampel yang digunakan yaitu *Probability sampling*. Teknik pengumpulan data dengan menggunakan kuesioner atau angket yang di sebarakan responden. Hasil penelitian menunjukkan bahwa terdapat pengaruh daya tarik iklan Kopi Tuku di sosial media *instagram* yang kuat. Hipotesis penelitian membuktikan bahwa diperoleh t hitung $>$ t tabel yaitu $11,793 > 1.662$, dan besarnya maka dapat disimpulkan 58,7% *Brand equity* (Variabel Y) ditentukan oleh pengaruh daya tarik iklan kopi tuku (Variabel X). Kesimpulan berpengaruh, karena daya tarik iklan Kopi Tuku di sosial media *Instagram* terhadap *brand Equity* membuktikan bahwa H_0 ditolak dan H_a diterima, maka dapat disimpulkan H_0 ditolak dan H_a diterima yang berarti terdapat pengaruh daya tarik iklan kopi tuku di sosial media *instagram* terhadap *brand equity* .

Kata kunci: Daya tarik iklan, *Advertising, Instagram, Brand Equity*.

***HOW THE EFFECT OF THE POWER OF PULL ADS COFFEE TUKU IN
SOCIAL MEDIA INSTAGRAM TO BRAND EQUITIES***

(Surve kepada followers instagram kopi tuku)

Bima Dwi Trengginas

Abstract

The background of this research to talk about how The effect of The Power of Pull Ads Coffee Tuku in social media Instagram to brand equities. The purpose of research in this study is to determine and measure how much the attraction of the Coffee Tuku in social media instagram of Brand Equity. The research using the model to model the cognitive Response. The research method is using the method of quantitative. The sample in this study is followers Instagram Coffee Tuku, amounting to 100 respondents. The withdrawal of the sample used is Probability sampling. The collection of data by using a questionnaire or questionnaire on the spread of respondents. The results showed that there is the influence of the appeal of the Coffee Tuku in social media instagram. This hypothesis proved that isn't counted $t_{table} > t_{count}$ is 11,793 > 1.662, and besarny it can be concluded, 7 % Brand equity (Variables are Y) be determined by the influence attraction is advertising coffee tuku (Variables are X). In conclusion, since the attraction of the ad Coffee Tuku in social media Instagram to brand equities proved that H_0 was rejected and H_a is accepted, it can be concluded H_0 was rejected and H_a was received that means there is the attraction is advertising coffee tuku in social media instagram of brand equity.

Keywords : *The magnetism, Advertising, Instagram, Brand Equity.*