

ABSTRAK

PENGARUH *TAGLINE* DAN *BRAND AMBASSADOR* TERHADAP *BRAND AWARENESS* OPPO RENO5 DI BANDAR LAMPUNG

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Permasalahan dalam penelitian ini adalah: masih kurangnya *awareness* konsumen terhadap Oppo Reno5. Penelitian ini bertujuan untuk mengetahui pengaruh *tagline* terhadap *brand awareness* Oppo Reno5, *brand ambassador* terhadap *brand awareness* Oppo Reno5 serta pengaruh *tagline* dan *brand ambassador* terhadap *brand awareness* Oppo Reno5. Populasi dalam penelitian ini adalah konsumen yang menggunakan Oppo di Bandar Lampung sepanjang bulan Januari sampai dengan Juni 2021 yang berjumlah 31.719 orang. Teknik pengambilan sampel dalam penelitian ini *nonprobability sampling* dengan teknik purposive dengan penentuan jumlah sampel menggunakan Slovin, didapat 100 sampel responden. Metode analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Hasil penelitian ini secara parsial bahwa *tagline* berpengaruh terhadap *brand awareness* dan *brand ambassador* berpengaruh terhadap *brand awareness* serta secara simultan *tagline* dan *brand ambassador* berpengaruh terhadap *brand awareness* Oppo Reno5 di Bandar Lampung.

Kata kunci : *Tagline, Brand Ambassador, Brand Awareness.*

ABSTRACT

THE EFFECT OF TAGLINE AND BRAND AMBASSADOR ON OPPO RENO5 BRAND AWARENESS IN BANDAR LAMPUNG

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The problems in this study are: there is still a lack of consumer awareness of the Oppo Reno5. This study aims to determine the effect of the tagline on the Oppo Reno5 brand awareness, the brand ambassador on the Oppo Reno5 brand awareness and the influence of the tagline and brand ambassador on the Oppo Reno5 brand awareness. The population in this study are consumers who use Oppo in Bandar Lampung from January to June 2021, selling 31,719 people. The sampling technique in this study was non-probability sampling with a purposive technique by determining the number of samples using Slovin, obtained 100 samples of respondents. The data analysis method used in this research is multiple linear regression analysis. The results of this study partially indicate that the tagline has an effect on brand awareness and brand ambassadors have an effect on brand awareness and simultaneously the tagline and brand ambassador affect the brand awareness of Oppo Reno5 in Bandar Lampung.

Keywords: Tagline, Brand Ambassador, Brand Awareness.

