

Pengaruh Human Brand Identity dan Branding Communication terhadap Brand Image dan Brand Love Selebritas = Effect of Human Brand Identity and Brand Communication towards Brand Image and Brand Love of Celebrities

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Abstrak

Branding merupakan alat yang digunakan oleh pemasar untuk menciptakan identitas suatu produk dan mendiferensiasi produk tersebut dari pesaing-pesaingnya. Selebrita yang namanya dapat dianggap sebagai brand butuh melakukan kegiatan branding agar dapat dikenal di pasar hiburan yang sudah sangat tersaturasi. Penelitian ini bertujuan untuk melihat pengaruh dari human brand identity serta branding communication grup boy band BTS asal Korea Selatan terhadap brand image dan brand love para penggemar BTS. Penelitian ini menggunakan metode kuantitatif melalui pengumpulan data menggunakan kuesioner dan pengolahan data menggunakan structural equation modeling (SEM). Hasil dari penelitian menyatakan bahwa human brand identity dan brand communication memengaruhi brand image selebritas, dan brand image merupakan variable penting dalam menciptakan brand love selebritias.

Branding is used as a tool used by marketers to create an identity of a product, to differentiate the product from its competitors. Celebrities whose names are considered brands also need to engage themselves in branding activities to help them be recognized in the current highly-saturated market. This research aims to look at the effects of each members human brand identity and branding communications of South Korean boy band BTS towards their brand image and brand love of the fans towards the group. This research is uses a quantitative method through the collection of questionnaires filled by BTS fans. The data is processed using structural equation modeling (SEM). Findings of this research show that human brand identity and brand communication positively affects brand image, and a positive brand image is important for the creation of brand love.