

ABSTRACT

Almost every published advertising contains slogan or tagline that created to express the product's message and make it easier for consumers to remember. A memorable tagline makes consumers to associate the tagline with the brand. Brand association formed by (semakin banyak) consumers experiences in consuming the brand or high intensity of brand exposure. This study objective is to measure the effect of tagline #ThinkPink on brand association Bright Gas 5,5 kg in Jabodetabek. Tagline #ThinkPink variable (X) is divided into three indicators based on associative slogan characteristics, that are relevancy, extremity, and specificity. Brand association Bright Gas 5,5 kg variable (Y) is also divided into three indicators, that are attribute, benefit, and attitude.

The method in this study is quantitative with descriptive analysis. The population in this study is female aged 25-44 years old in Jabodetabek and through the sample calculation with error rate of 10% obtained 100 respondents as a sample. The sampling technique is non-probability sampling with purposive sampling method. Hypothesis test of this study is using coefficient determination and F test and being analyze by simple linier regression analysis through SPSS IBM 22 version.

The result of this study shows that tagline #ThinkPink variable (X) is on high category or has a positive response with a percentage value of 77%. Brand association variable (Y) is also has a positive response with a percentage value of 77,4% based on the study result. The conclusion of this study is tagline #ThinkPink 44,1% affects brand association Bright Gas 5,5 kg in Jabodetabek with regression equation $Y=7,292+1,132X$. The residue which is 55,9% is affected by the othe factors which are not being investigated in this study.

Key words: *advertising, tagline #ThinkPink, brand association Bright Gas 5,5 kg*