ABSTRACT

Advertising is a message conveyed through certain media that aims to offer products to the public. One of the media used by companies to convey messages in the form of promoting and socializing products or services is Instagram. PT. Aplikasi Karya Anak Bangsa or commonly known as Gojek uses Instagram to publish the ad 'Solv, Logo Baru Gojek' precisely on July 22, 2019. The 'Solv, Logo Baru Gojek' advertisement is published through Gojek's official Instagram account namely @gojekindonesia and has been witnessed by 539.315 Instagram users. This ad contains the latest logo and tagline changes from Gojek as well as exposure to the full features contained in the Gojek application. Changes to the logo, tagline, and emphasis on meaning through the 'Solv, Logo Baru Gojek' advertisement are very interesting, considering that this can allow the image of Gojek itself to also change. Therefore, this study aims to find out and test how much influence the Gojek ad version 'Solv, Logo Baru Gojek' on Instagram on brand image, where in this study, advertising is an independent variable and brand image is the dependent variable. This research uses quantitative methods with explanative type and positivism paradigm. The sampling technique in this study uses non-probability sampling type purposive sampling of 400 respondents Instagram users who are viewers of the advertisement 'Solv, Logo Baru Gojek' with an age range of 18-34 years. This study has a simple linear regression model $Y = 15,277 + 0.359X$. The results of the correlation analysis obtained were 0.539. This research proves that H_0 is rejected and H_1 is accepted, because the value of $t_{hitung} > t_{table}$ (12,756 > 1,996) which means that there is an influence between advertising on brand image. The effect produced between between the ads of Gojek version 'Solv, Logo Baru Gojek' on Instagram to brand image is 29% while the remaining 71% is influenced by other factors not examined in this study.

Keywords: Advertisement, Advertisement on Instagram, Brand Image.