

ABSTRACT

This research uses quantitative methods. In this study, the researcher determined the sample using probability sampling technique. With causal relationship analysis. The population in this study are active followers of the official Lemonilo Instagram account and through calculations with an error rate of 10%, a sample of 100 respondents was obtained. The sampling technique was carried out by non-probability sampling and by purposive sampling method. The hypothesis testing of this research was carried out using the coefficient of determination and the T test and then analyzed using simple linear regression analysis through the IBM SPSS version 22. Based on the results of hypothesis testing using t-test, it was found that the tagline #KitaSehatKitaHebat has an influence on the Lemonilo Healthy Instant Noodle brand association. This is evidenced by the results of hypothesis testing with the t test, the results of $t_{count} > t_{Tabel}$ ($7.801 > 1.985$) and a significance of $0.000 < 0.05$. So H_0 "There is no effect of the #KitaSehatKitaHebat tagline on the Lemonilo Healthy Instant Noodle brand association on Instagram followers @Lemonilo" which means that there is an influence of the #KitaSehatKitaHebat tagline on the Lemonilo Healthy Instant Noodle brand association on @Lemonilo Instagram followers. Based on the coefficient of determination, it was found that the tagline #KitaSehatKitaHebat had a 38.6% influence on the Lemonilo Healthy Instant Noodle brand association and the rest was influenced by other factors.

Keywords: Tagline, Brand Association, Lemonilo