

## LIST OF PICTURE

Picture 1.1 blue samsung logo.....	3
Picture 1.2 black samsung logo.....	3
Picture 1.3 <a href="https://www.samsung.com">samsung.com</a> offici site capture.....	4
Picture 1.4 countries that have fans of the kpop wave.....	5
Picture 1.5 global smartphone market in the first quarter of 2021.....	8
Picture 1.6 boygroup BTS.....	9
Picture 1.7 Samsung X BTS.....	10
Picture 1.8 Samsung X BTS ads .....	11
Picture 2.1 framework.....	38
Picture 3.1 prcentage in continuum line.....	54
Picture 4.1 characteristic of respondents based on the screening question.....	61
Picture 4.2 characteristic of respondents by gender.....	62
Picture 4.3 characteristic of respondents by age.....	62
Picture 4.4 characteristic of respondents based on current domicile.....	63
Picture 4.5 characteristic of respondents based on occupation.....	65
Picture 4.6 continuum line visibility dimension.....	67
Picture 4.7 continuum line credibility dimension.....	69
Picture 4.8 continuum line attraction dimension.....	71
Picture 4.9 continuum line power dimension.....	73
Picture 4.10 continuum line brand ambassador variable.....	74
Picture 4.11 strength dimension continuum line.....	76
Picture 4.12 favorable dimension continuum line.....	78
Picture 4.13 uniqueness dimension continuum line.....	80
Picture 4.14 brand image variable continuum line.....	82
Picture 4.15 one-sample kolmogorov-smirnov test.....	84
Picture 4.16 heteroscedasticity test result.....	85
Picture 4.17 coefficient corelation test result .....	87
Picture 4.18 coefficient detetminstion test result.....	88

Figure 4.19 simple linear regression test result..... 89

Figure 4.20 T hypotesis test result..... 91