

***ANALYSIS THE EFFECT OF CO-BRANDING UNIQLO AND ONE
PIECE FILM RED ON PURCHASE INTENTION OF ONE PIECE
FANS (NAKAMA)***

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ABSTRACT

Binding and coercive competition requires companies to innovate and carry out attractive promotions so that the target market gets a fast and precise message from the promotions made by the company. UNIQLO is one of the fashion brands that uses collaboration as a way to attract interest from consumers. Uniqlo collaborates with several anime series, one of which is the One Piece anime, in 2022, UNIQLO collaborated with the One Piece series in commemoration of the anniversary and release of the One Piece Film: Red. This study aims to see whether the collaboration between UNIQLO and One Piece Film:Red affects the buying interest of One Piece fans or often called Nakama. In addition, by using the coefficient of determination test, we also want to know how much influence between these relationships. The research method used is associative research with a quantitative method approach. The results of hypothesis testing show that partially there is an influence of UNIQLO co-branding and One Piece Film: Red on the buying interest of One Piece fans (Nakama), this is based on the t test, the results obtained $t_{count} > t_{table}$ and significance ($pvalue$) < 0.05 , and there is a simultaneous significant influence between co-branding on buying interest, this is based on the results of hypothesis testing with the f test, the results obtained $f_{count} > f_{table}$ and significance ($pvalue$) < 0.05 .

Keywords: *Collaboration, Purchase Intention*