

ABSTRACT

The Metaverse technology trend creates a variety of uses in various fields, including in the field of online games. ZEPETO is a game application as well as a social network with a Metaverse look originating from South Korea. In 2021-2022, there are complaints about the many glitch effects and bugs created by creator items in the application. ZEPETO created a Co-Branding program with the famous South Korean girl group, BLACKPINK. This study aims to determine how much influence of Co-Branding has on the Brand Image of ZEPETO the Social Game Application. This study uses a quantitative approach with data collection in the form of a survey method devoted to members of ZEPETO's Community in Indonesia with a total of 365 members. Sampling used quota sampling with descriptive analysis techniques and simple linear regression analysis. This study has a simple linear regression equation $Y' = 5.146 + 0.687X$. The result of the resulting correlation analysis is 0.914. In the study it was proven that if H_0 was rejected and H_1 was accepted because the t count $>$ t table, namely $4.069 > 1.65685$, thus there is an effect of ZEPETO-BLACKPINK's Co-Branding on the Brand Image of the ZEPETO social game application. The effect created by the ZEPETO-BLACKPINK Co-Branding variable on the ZEPETO Application Brand Image variable is 74,6%, while the remaining 25,4% is influenced by other factors not examined in this study.

Keywords: Co-Branding, Brand Image, Metaverse, ZEPETO, BLACKPINK