

ABSTRACT

Business development in Indonesia increased again in Q3 2022 after being attacked by the Covid 19 pandemic, the development of information and communication has become a major factor in helping economic development in Indonesia. One way for business owners to develop their business is by building brand associations. Furthermore, brand associations can be formed after the interpretation or meaning of the message given by the brand can be interpreted properly by consumers, including in a collaborative product that requires collective meaning in building brand associations. This study aims to analyze the Effect of Interpretation of the Meaning of Using Two Cartoon Characters on Aerostreet Brand Association. Data was collected from 384 respondents using the survey method. The results showed that the Meaning Interpretation variable scored 86.1% and Brand Association was 86.53%. The Pearson Product Moment correlation coefficient test revealed a strong correlation between Meaning Interpretation and Brand Association with a coefficient value of 0.726. The coefficient of determination test shows that Meaning Interpretation has an effect of 52.8% on Brand Association.

Keywords: *Interpretation of Meaning, Brand Association, Cartoon Characters, Branding, Aerostreet*