

ABSTRACT

YOGA AKBAR SAPUTRA 17821156

The Effect of Visual Storytelling and Advertising Creativity on Brand Image
(Study on Indonesian Advertising Rising with Gojek, Gopay & Tokopedia)

Keywords: Visual Storytelling, Advertising, Advertising Creativity, Brand, Brand Image.

(xii+100+attachment)

The delivery of information in the current digital era is growing very rapidly, one of which is through the internet, especially social media. Social media is one of the platforms that opens up new opportunities to improve the Brand Image of a Brand. This is what GoTo did through the Indonesia Bangkit Bersama advertisement to improve the GoTo Brand Image itself. Therefore, this study aims to analyze the effect of Simultaneous Visual Storytelling and Advertising Creativity on Brand Image (In Indonesian Advertisement Bangkit Bersama Gojek, Gopay and Tokopedia). This study uses quantitative research by using the nature of explanatory research. This study uses survey techniques as the main method in obtaining data, where the researcher submits a statement to the respondent in a written questionnaire. The results of this study indicate that the variables X1 (Visual Storytelling) & X2 (Advertising Creativity) simultaneously affect the Y variable (Brand Image) by 52.3%, where the X1 variable is dominated by the Personality dimension and the X2 variable is dominated by the Unexpected dimension, while the remaining 47.7% is influenced by other variables outside the study.

Bibliography (2002 – 2021)