

ABSTRACT

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The Influence of Korean Wave and Brand Ambassador Lucas WayV in Neo Coffee Television Advertisement on Youth Buying Interest in Yeolfullsun Line Group

Keywords: Korean Wave, Hypodermic Needle Theory, Brand Ambassador, Television Advertising, Quantitative Method.

(starting page XIV + content page 74 + attachment 17)

This research is motivated by the existence of Indonesian youth's interest in the Korean Wave or the Korean wave which is very high. From the high interest of Indonesian teenagers with Korean culture such as K-Pop, and K-Drama, many Indonesian companies take advantage of the popularity of Korean celebrities to be able to work together to build a product brand image, one of which is the Neo Coffee instant coffee product which hooked a famous idol named Lucas. from the boy group WayV. This study uses hypodermic needle theory where this theory considers the mass media to have full control ability in influencing one's attitudes and opinions. Neo Coffee television advertisements are a medium where companies will inject promotional message content to audiences so that later they can increase public opinion and interest in buying neo coffee products. Advertisements are packaged as attractively as possible so that they can be embedded in the minds of the audience. Lucas television advertisement is considered unique because it has the tagline #COBAINKUY and TASTE OF MILLENIAL, where these words can describe the spirit of millennial children. This study aims to determine the effect of brand ambassadors and television advertisements on the interest in buying instant coffee among teenagers in the LINE YEOLFULLSUN group. The conclusion from the results of the analysis using a partial hypothesis test (t test), it is known that there is no significant relationship between brand ambassadors and teenagers' buying interest, then there is a significant relationship from the influence of television advertising on teenagers' buying interest. In the simultaneous hypothesis test (f test) it is known that there is a significant relationship between brand ambassadors and television advertisements on teenagers' buying interest.

Bibliography (2007-2021)