

## **ABSTRACT**

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***The Influence of Personal Branding and BTS Brand Image on Fan Loyalty  
(Study on Jakarta's Armys)***

*Keywords: Personal Branding, Brand Image, BTS, Fan Loyalty*

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*The mass media provides opportunities for public figures to use personal branding and brand image to build a strong image, its impact on public image and interaction with the audience. The purpose of this research is to determine the effect of BTS personal branding and brand image on fan loyalty. The theory used in this research is the source credibility theory. The research method is a quantitative approach with data collection using online questionnaires. The research population is ARMY (BTS fans) residing in Jakarta. The total number of ARMY in Indonesia is known to be around 4 million and the exact number of ARMY residing in Jakarta is yet to be determined. Therefore, the researchers used the Rao Purba formula with a 5% margins of error using purposive sampling technique and obtained a sample of 400 respondents. Based on the research results obtained, personal branding and brand image have a positive effect on fan loyalty, both partially and simultaneously. The determination coefficient test showed that personal branding and brand image influenced the fan loyalty variable by 13%.*

*Bibliography (2003 – 2023)*