ABSTRACT

ACHMAD FEBRIANSYAH, 10819071

The Impact Of Influencer "Enzy Storia" on Erigo's Brand Image in Instgram (Study on Students of the Faculty of Communication Sciences, Gunadarma University Class of 2019)

The purpose of this study was to how the influence of the "Enzy Storia" influencer on Erigo's Brand Image on Instagram. This type of research uses SOR (stimulus, organism, response). The method used in this study is a quantitative method. The population contained in the students of the Faculty of Communication Sciences, Gunadarma University Batch 2019. Researchers distributed questionnaires to 90 respondents, then analyzed through linear regression with the IBM SPSS version 26 program. This study uses S-O-R theory and new media. This study examines the presence or absence of the influence of the indicator variable X (Influencer "Enzy Storia") by looking at the Credibility, Attractiveness, Power indicators on the Y variable (Brand Image) from the Strength, Uniqueness and Excellence indicators. The results of the study prove that the alternative hypothesis can be accepted with a t-count value (18.237) > t table (1.985) and a significance level (0.000) <0.05. So Ho is rejected and Ha is accepted, which is significant. And it means that there is the influence of the "Enzy Storia" Influencer on Erigo's Brand Image on Instagram.

Bibliography,13(2006-2019)