

## ABSTRAK

Penelitian ini bertujuan untuk melihat tipe hubungan yang muncul antara OFC (*Official Fan Club*) JKT48 dengan JKT48. Penulis ingin melihat pula pengaruh kredibilitas JKT48 sebagai *endorser*, dan pengaruhnya terhadap *brand equity* yang dibagi menjadi dua variabel utama, yaitu *brand awareness* dan *brand loyalty* Honda Jazz sebagai merek sponsor. Tahap pertama penelitian ialah melalui penelitian kualitatif untuk mendapatkan wawasan mengenai fenomena dan permasalahan yang ingin diteliti. Kemudian tahap selanjutnya ialah penelitian sekunder melalui studi pustaka untuk membuktikan hipotesis yang didapatkan. Tahap terakhir ialah penelitian kuantitatif dengan menyebarkan kuesioner kepada 373 responden untuk mendeskripsikan fenomena, atau untuk melihat pengaruh masing-masing variabel. Penulis memperoleh hasil kualitatif bahwa tipe hubungan yang muncul ialah *brand love*, serta terdapat dua variabel *brand equity* terkuat, yaitu *brand awareness* dan *brand loyalty*. Selanjutnya penelitian kuantitatif melalui analisis SEM menunjukkan bahwa adanya indikasi hubungan antara *endorser credibility* terhadap *brand awareness* dan *brand loyalty*, dengan kata lain kredibilitas JKT48 sebagai *endorser* meningkatkan *brand awareness* dan *brand loyalty attitude* Honda Jazz secara efektif. Sedangkan tidak ditemukannya pengaruh antara *brand love* terhadap *brand awareness* dan *brand loyalty*, sehingga diperlukan wadah acara untuk membangun hubungan positif antara fans, idola sebagai *endorser*, dan merek sponsor.

Kata kunci: *endorser credibility*, tipe hubungan, *brand love*, *brand equity*, *brand awareness*, *brand loyalty attitude*.

## ABSTRACT

This research aims to observe and explore the relationship type between OFC (Official Fan Club) JKT48 with JKT48. Afterward, writer wants to observe about the impact of JKT48's credibility as an endorser with Honda Jazz brand awareness and brand loyalty as a brand sponsored. It began with qualitative research to gain insight about the phenomenon and the issues that discussed with several informants. Then, the next research was through secondary research by looking a literature review to verify the obtained hypothesis. Last phase was quantitative research by distributing a questionnaire to 373 respondents, in order to describe the phenomenon, or to validate the impact of each variable. The qualitative research resulted that brand love was the relationship type that OFC with JKT48 had. Then the research also found two strongest variables from brand equity, which are brand awareness and brand loyalty. Next, quantitative research by SEM analysis resulted that there is a relation between endorser credibility with brand awareness and brand loyalty. In other words, JKT48's credibility as an endorser elevates Honda Jazz brand awareness and brand loyalty effectively. However it also found that there is no relation between brand love with brand awareness and brand loyalty. Because of that, event that will make a positive relation between venerator, idol as an endorser, and brand sponsored is needed.

Keywords: endorser credibility, the relationship type, brand love, brand equity, brand awareness, brand loyalty attitude.