

ABSTRAK

Indonesia has already entered the era of globalization, characterized by technological advances that support the development of creative industry. Creative Industry also contributed an average growth of 5% per year, and in 2013, the industry is also large enough to contribute to Indonesia's GDP and absorbing working ssebesar10,65% of the total national workforce. The creative industry has gave birth to the figures from young people, one of which is Raditya Dika. Raditya Dika is a comedian and creativepreneur who has become a director, scenario writer, actor, and businessman to help build bukune publisher. In the film world, the success of Raditya Dika even referred to as "Raditya Dika Effect".

The Purpose of this study is to analyze the Brand Personality of Raditya Dika according to the students of the Faculty of Economics and Business, University of Telkom in 2015 which is the object of study as well as one of the target markets Raditya Dika.

The method used in this research is quantitative method with descriptive analysis using a questionnaire distributed to 340 respondents from three generations.

Results of this study showed that based on the responses of respondents, Brand Personality Raditya Dika of dimensions Sincerity has a score of 74.24%, dimension of Excitement with 77.20%, Competence amounted to 75.10%, and Sophistication amounted to 70.69%, which each of four dimension have **Good** categories while the dimension of *Ruggedness* fall into the **Fair** category with a score of 64.25%. Based on an overall average score of Brand Personality dimensions Raditya Dika fall into a **Good** category with a score of 73.76%.

The advice given by the researchers is that Raditya Dika can increase the values of the personality of the dimensions of ruggedness, and maximize personality with dimensions *Sincerity, Excitement, Competence, and Sophistication*, then to the company as service users to take advantage of this study before making Raditya Dika

as Brand Ambassador, and the latter for further research, in order to broaden the discussion of research with other phenomena and the respondent is greater.

Keywords: Raditya Dika, Brand Personality