

ABSTRACT

E-commerce competition is increasingly fierce in attracting new customers in Indonesia, making several E-commerce companies such as Tokopedia, Shopee Lazada and others compete to provide attractive advertising. One of them is Tokopedia with an advertisement for Indonesian Times Shopping with International Musicians, namely BTS in the Tokopedia advertisement for the November 2021 period. This advertisement has also gone very viral or has become a hot topic of conversation among the public, especially fans of BTS itself in Indonesia. This research aims to measure the influence of the BTS version of the Tokopedia advertisement on the Tokopedia brand image itself. The population of this research is the Army BTS community in Tangerang City who have watched the advertisement. This research sample was taken using the Accidental Sampling technique using G-Power software, resulting in the number of respondents in this research being 200 respondents. This research's data collection technique uses a questionnaire with data analysis using multiple regression analysis. The results of this research show that the BTS version of the Tokopedia advertisement has a positive and significant influence on the Tokopedia brand image itself.

Keywords: *Advertising, BTS, Tokopedia, Brand Image, Communication*