

## **ABSTRACT**

*This research has an aim to determine the effect of #DijaminOri tagline on brand association on Instagram followers at @jdid. This research used the independent variable that is tagline with sub-variable of relevancy, extremity, and specificity. The dependent variable that is brand association with sub-attributes, benefits, and attitudes. This research uses qualitative methods. In this research determined the sample using probability sampling technique. With the respondent of 100 people. The data analysis technique used by the writer is descriptive data analysis, normality data, simple linier regression test, and hypothesis test. Based on the result of correlation analysis with a R value of 0.834, it can be concluded that there is a very strong and unidirectional relationship between #DijaminOri tagline with the JD.ID brand association on JD.ID's Instagram followers. This is proven that based on the result of the hypothesis test using the t-test, the result obtained  $t_{count} > t_{table\ online}$  ( $14.974 > 1.9842$ ) and the significance of  $0.000 < 0.05$ . So  $H_0$  "There is no effect of the #DijaminOri tagline on the JD.ID brand association at Instagram @jdid followers" is rejected, which means there is an influence of the #DijaminOri tagline on the JD.ID brand association at Instagram followers @jdid. Based on the coefficient of determination, the #DijaminOri tagline has an influence of 69,6% on the JD.ID brand association and the rest is influenced by other factors.*

**Keywords: Tagline, Brand Association, JD.ID**