

ABSTRACT

Advertising is all forms of non-personal messages about a product or company that are conveyed through the media and shown to the public. Ads that we usually encounter in everyday life are television advertisements (TVC), radio (radio ads), print advertisements (print ads), and others. Like the Gojek company, PT. Karya Anak Bangsa application that uses advertisements as a promotional medium, one of which is the "Gojek Cerdikiawan" ad which can be seen in Gojek's official account, Gojek Indonesia and has been watched 113,662,896 times since July 22, 2019. The "Gojek Cerdikiawan" advertisement contains Gojek explains that everything must have a way like doing and creating something that is creative can help everyday life and this advertisement also shows a new logo. Gojek no longer carries out advertisements as detailed promotional media such as the use of applications and what is offered by Gojek, but in this advertisement wants to entertain and get Brand Loyalty from consumers. Meanwhile, brand loyalty is defined as a response made by consumers in the form of commitment to a brand for a long time and continuously. Therefore, this study aims to determine and test how much influence the "Gojek Cerdikiawan" advertising as one of the integrated marketing communication tools on Gojek brand loyalty in Indonesia, where in this study, advertising is an independent variable and brand loyalty is the dependent variable. This research uses quantitative methods with an causality type. The sampling technique in this study uses non probability sampling type of purposive sampling of 100 respondents Gojek users who are viewers of the advertisement "Gojek Cerdikiawan" with an age range of 18-34 years. This study has a simple linear regression model $Y = 14,080 + 0.487X$. The results of the correlation analysis obtained were 0.581. This research proves that H_0 is rejected and H_1 is accepted, because the value of $t_{count} > t_{table}$ ($7.057 > 1,984$) which means there is an influence between advertising on brand loyalty. Based on the correlation coefficient table obtained by the correlation coefficient (r) of 0.581 which means that based on the interpretation of the correlation coefficient there is a moderate correlation between "Gojek Cerdikiawan" ads with Brand Loyalty. Guidelines for interpreting the correlation coefficient for moderate levels are 0.40-0.599. The effect that was produced between the "Gojek Cerdikiawan" advertisement as one of the integrated marketing communication tools on brand loyalty was 33.75%. While the remaining 66.25% is another variable besides advertising that is not examined in this study.

Keywords: Advertising, Brand Loyalty, Gojek