

ABSTRACT

This research was conducted in order to determine the effect of exposure to the message digital Key Opinion Leaders (KOLs) on the brand image of Muslim wedding photography Aspherica. This research used a quantitative approach with survey research methods, the authors chose a purposive sampling technique in proportionate stratified random sampling with 212 respondents. Based on the results of research which has been conducted, this hypothesis test using F count of 237.561 is higher than the value of f table which is equal to 3.04, and the significance value (sig) of 0.000 < 0.05. Then, T count X1 of 11.686 is higher than T table of 1.98 and X2 of 6.1992 which is also higher than T table of 1.98. And the coefficient of determination (KD) test results were obtained at 36%, which means that the variation in the value of the dependent variable (KOLs and digital messages) can be described by the variation in the value of the independent variable (Brand Image). In conclusion, the dissemination of messages through digital media with Key Opinion Leaders is one of the main influene in shaping the awareness and consideration of customers towards this brand which will result in increased sales. However, the brand needs to integrate with the company's marketing strategy because it can influence the brand image and equity which are important assets of a company.

Keywords: Key Opinion Leaders, Brand Image, Digital Public Relations, Marketing Public Relations