

## TABLE OF CONTENTS

<b>APPROVAL PAGE .....</b>	<b>ii</b>
<b>ORIGINALITY STATEMENT .....</b>	<b>iii</b>
<b>FOREWORD.....</b>	<b>iv</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>viii</b>
<b>LIST OF TABLES .....</b>	<b>xi</b>
<b>LIST OF PICTURES .....</b>	<b>xii</b>
<b>LIST OF ATTACHMENTS.....</b>	<b>xiii</b>
<b>CHAPTER I.....</b>	<b>15</b>
<b>INTRODUCTION.....</b>	<b>15</b>
1.1 Research Background .....	15
1.2 Problem Identification.....	21
1.2 Research Objectives.....	21
1.3 Research Benefits.....	21
1.4 Stages and Research Plan.....	21
<b>CHAPTER II.....</b>	<b>23</b>
<b>LITERATURE REVIEW.....</b>	<b>23</b>
2.1 Theory Review.....	23
2.1.1 Communication .....	23
2.1.2 Marketing Communication.....	23
2.1.3 Brand .....	24
2.1.4 Brand Ambassador .....	25
2.1.4.1   Brand Ambassador Indicator.....	26

2.1.5 Brand Switching .....	27
2.2 Previous Research .....	29
2.2.1 Thesis .....	29
2.2.2 National Journal.....	34
2.2.3 Journal International.....	39
2.3 Framework .....	44
2.4 Research Hypothesis.....	45
2.5 Research Scope .....	45
<b>CHAPTER III .....</b>	<b>47</b>
<b>RESEARCH METHOD.....</b>	<b>47</b>
3.1 Types Of Research .....	47
3.1 Operational Variable dan Measurement Scale .....	48
3.1.1 Operational Variable.....	48
3.2 Measurement Scale .....	50
3.3 Population and Sample.....	51
3.3.1 Population.....	51
3.3.2 Sample .....	51
3.4 Data Collection and Techniques .....	53
3.5 Validity and Reliability Test .....	54
3.5.1 Validity Test.....	54
3.5.2 Reliability Test .....	58
3.6 Data Analysis Technique .....	60
3.6.1 Descriptive Statistical Analysis .....	60
3.7 Successive Interval Method (MSI).....	61
3.8 Classic Assumption Test.....	62
3.8.1 Normality Test.....	63
3.8.2 Heteroscedasticity Test.....	63
3.9 Correlation Coefficient .....	63
3.10 Determination Coefficient .....	64
3.11 Simple Linear Regression Analysis .....	65
3.12 Hypothesis Testing Design .....	65
3.12.1 Partial Test (T Test) .....	65

<b>CHAPTER IV.....</b>	<b>67</b>
<b>RESEARCH RESULTS AND DISCUSSION .....</b>	<b>67</b>
4.1 Data collection .....	67
4.2 Respondents Characteristics .....	67
4.2.1 Respondents Characteristic By Screening Question.....	67
4.2.2 Respondents Characteristics By Gender .....	69
4.2.3 Respondents' Characteristic by Age.....	70
4.2.5 Respondents Characteristics By Occupation .....	70
4.3 Research Result.....	71
4.3.1 Results Of Descriptive Statistical Analysis Of Variable X (Brand Ambassador -Blackpink).....	71
4.3.2 Method of Successival Interval (MSI).....	85
4.3.3 Classical Assumption Test Result.....	86
4.3.5 Correlation Coefficient Test Results .....	88
4.3.6 Correlation of Determination Test Results .....	89
4.3.7 Simple Linear Regression Analysis.....	90
4.3.8 Hypothesis Test .....	91
4.4 Reseach Result Discussion .....	93
<b>CHAPTER V .....</b>	<b>96</b>
<b>CONCLUSION AND SUGGESTION .....</b>	<b>96</b>
5.1 Coclusion .....	96
5.2 Suggestion.....	96
<b>BIBLIOGRAPHY .....</b>	<b>98</b>
ATTACHMENT .....	101