

Pengaruh Terpaan Tayangan Iklan Gerakan Ekonomi Sirkular Nasional terhadap *Brand Image* Produk Air Minum Dalam Kemasan Le Minerale pada Anggota Komunitas *Green Generation*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh terpaan tayangan iklan gerakan ekonomi sirkular nasional terhadap *brand image* air minum dalam kemasan Le Minerale pada anggota komunitas *Green Generation* Indonesia. Hipotesis yang diajukan dalam penelitian ini adalah terdapat pengaruh antara tayangan iklan gerakan ekonomi sirkular nasional terhadap *brand image* air minum dalam kemasan Le Minerale pada anggota komunitas *Green Generation*. Pengambilan data dalam penelitian ini menggunakan metode angket. Metode angket digunakan untuk mengumpulkan data mengenai terpaan tayangan iklan gerakan ekonomi sirkular nasional dan data tentang *brand image* Air Minum Dalam Kemasan Le Minerale. Penelitian ini dilaksanakan secara online melalui penyebaran angket di *Google Form*, dengan jumlah subyek sebanyak 94 orang, yang semuanya berstatus sebagai anggota komunitas *Green Generation* Indonesia. Analisis data menggunakan metode analisis regresi. Hasilnya menunjukkan bahwa terdapat pengaruh positif yang sangat signifikan terpaan tayangan iklan gerakan ekonomi sirkular nasional terhadap *brand image* air minum dalam kemasan Le Minerale pada anggota komunitas *Green Generation*. Dari tiga aspek yang membentuk variabel terpaan tayangan iklan gerakan ekonomi sirkular nasional, diketahui aspek “frekuensi” menjadi aspek yang memberi kontribusi terbesar dalam mempengaruhi *brand image* air minum dalam kemasan Le Minerale pada anggota komunitas *Green Generation* dengan koefisien standar sebesar 0,371 atau sebesar 37,1 persen. Dengan demikian maka dapat disimpulkan bahwa terpaan tayangan iklan gerakan ekonomi sirkular nasional berpengaruh terhadap *brand image* air minum dalam kemasan Le Minerale pada anggota komunitas *Green Generation*.

Kata kunci: terpaan tayangan dan *brand image*

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**The Effect of Exposure to National Circular Economy Movement
Advertisements on the Brand Image of Le Minerale Bottled Drinking Water
Products among Green Generation Community Members**

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ABSTRACT

This research aims to determine the effect of exposure to advertisements for the national circular economy movement on the brand image of bottled drinking water of Le Minerale among members of the Green Generation Indonesia community. The hypothesis proposed in this research is that there is an influence between advertising broadcasts of the national circular economy movement on the brand image of Le Minerale bottled drinking water among members of the Green Generation community. Data collection in this research used the questionnaire method. The questionnaire method was used to collect data regarding exposure to advertisements for the national circular economy movement and data regarding the brand image of Bottled Drinking Water of Le Minerale. This research was carried out online by distributing a questionnaire on Google Form, with a total of 94 subjects, all of whom had the status of members of the Green Generation Indonesia community. Data analysis uses the regression analysis method. The results show that there is a very significant positive influence of exposure to advertisements for the national circular economy movement on the brand image of Le Minerale bottled drinking water among members of the Green Generation community. Of the three aspects that form the exposure variable for advertisements for the national circular economy movement, it is known that the "frequency" aspect is the aspect that makes the biggest contribution in influencing the brand image of Le Minerale bottled drinking water among members of the Green Generation community with a standard coefficient of 0.371 or 37.1 percent. Thus, it can be concluded that exposure to advertisements for the national circular economy movement has an influence on the brand image of Le Minerale bottled drinking water among members of the Green Generation community.

Keywords: exposure and brand image

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