

## **Analisis Deskriptif Kuantitatif *Global Brand Ambassador* Jisoo Blackpink**

### **Terhadap Minat Beli Pada Blink Yogyakarta di Akun X**

***@Blackpink\_OFCINDO***

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#### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui korelasi antara popularitas Jisoo Blackpink sebagai *Global Brand Ambassador Dior* terhadap minat beli penggemar Blackpink (Blink) di Yogyakarta melalui akun X *@Blackpink\_OFCINDO*. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei terhadap 100 responden yang merupakan penggemar Blackpink dan mengetahui Jisoo sebagai duta merek Dior. Teknis analisis data yang digunakan meliputi uji validitas, reliabilitas, analisis korelasi. Hasil penelitian menunjukkan bahwa Jisoo Blackpink sebagai *Global Brand Ambassador* memiliki korelasi 18% dan signifikan terhadap minat beli konsumen, sedangkan 82% sisanya dipengaruhi oleh faktor lain yang tidak diteliti, seperti harga, kualitas produk, gaya hidup, dan tren media sosial. Aspek daya tarik, kredibilitas, kesesuaian citra, serta keterlibatan emosional terbukti berperan dalam membentuk persepsi positif terhadap merek Dior dan meningkatkan keinginan membeli produk. Dengan demikian, kehadiran figur publik global seperti Jisoo efektif dalam memperkuat strategi komunikasi pemasaran dan membangun loyalitas merek di kalangan penggemar muda.

**Kata Kunci:** *Brand Ambassador*, Jisoo Blackpink, Dior, Minat Beli, Komunikasi Pemasaran.

***Global Brand Ambassador Jisoo Blackpink's Quantitative Descriptive Analysis  
of Purchase Interest in Blink Yogyakarta on the X Account***

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***ABSTRACT***

*This study aims to determine the correlation between the popularity of Jisoo Blackpink as Dior's Global Brand Ambassador and the purchasing interest of Blackpink fans (Blink) in Yogyakarta through the X account @Blackpink\_OFCINDO. The research approach used is quantitative with a survey method of 100 respondents who are Blackpink fans and know Jisoo as the Dior brand ambassador. The data analysis techniques used include validity and reliability tests and correlation analysis. The results show that Jisoo Blackpink as Global Brand Ambassador has an 18% correlation and is significant to consumer purchasing interest, while the remaining 82% is influenced by other factors not examined, such as price, product quality, lifestyle, and social media trends. The aspects of attractiveness, credibility, image suitability, and emotional involvement were proven to play a role in shaping positive perceptions of the Dior brand and increasing the desire to purchase products. Thus, the presence of global public figures such as Jisoo is effective in strengthening marketing communication strategies and building brand loyalty among young fans.*

***Keywords:*** Brand Ambassador, Jisoo Blackpink, Dior, Purchase Intention, Marketing Communication.