

## ABSTRACT

The emergence of social media has transformed the process of marketing tremendously, including the guerrilla marketing tactic. With the help of the internet, advertisers are able to reach more people in a shorter period of time. This study aims to analyze the influence of guerrilla marketing in social media on brand image in Indonesia. This research studies the perceived effect of information quality, information credibility, needs of information, attitude towards information, information usefulness, and information adoption on brand image. This research's object are guerrilla ads which has been distributed through social media amongst the Indonesian people.

This study was conducted with those who are familiar with the internet and has been using social media for at least a year. This help ensures the validity of the answers given by the respondents. With that being said, the author believes that the majority of the respondents will consist of university students and fresh graduates. However, although the age group of university students and fresh graduates may account for the majority of social media users, they may not fully represent the population as a whole.

As many as 231 of respondents have participated in this study, of which only 200 managed to fulfill the parameter set by the author. This study used a conceptual model based on the information acceptance model (IACM). The study utilized a multi-item approach in designing the survey. Eight constructs were measured in order to improve the study's reliability, and these constructs are: information quality, information credibility, needs of information, attitude towards information, information usefulness, information adoption, and brand image.

Results of this study shows that twelve out of thirteenth of the hypothesis were supported, meaning they were all positively correlated. Only one hypothesis is rejected and that is hypothesis 3A; Needs of Information were found not to have insignificant relationship with Information Usefulness. Information Quality, Information Credibility, Attitude Towards



Information were found to have a positive and significant relationship with Information Usefulness. Furthermore, the afore mentioned variables were also found to have a positive relationship with Information Adoption. Although Needs of Information does not seem to have a significant relationship with Information Usefulness, it does however a significant relationship with Information Adoption. Lastly, both Information Usefulness and Information Adoption were found to be positively correlated with Brand Functional Image and Brand Symbolic Image.

**Keywords:** Guerilla marketing, Social media, Functional brand image, Symbolic brand image, Information acceptance model (IACM).

## INTISARI

Munculnya media sosial mempunyai dampak yang cukup signifikan terhadap praktik pemasaran, termasuk di dalamnya pemasaran gerilya. Dengan bantuan internet, media sosial menjadi sebuah platform yang memungkinkan *marketer* untuk menjangkau lebih banyak orang dalam kurun waktu yang singkat. Penelitian ini bertujuan untuk menganalisa pengaruh pemasaran gerilya di media sosial terhadap citra merek. Penelitian ini mempelajari pengaruh *information quality*, *information credibility*, *needs of information*, *attitude towards information*, *information usefulness*, *information adoption*, dan *brand image*. Objek dari penelitian ini adalah iklan gerilya yang di distribusikan melalui media sosial di kalangan masyarakat Indonesia.

Penelitian ini dilakukan dengan mereka yang sudah *familiar* dengan internet dan sudah menggunakan media sosial setidaknya satu tahun. Parameter ini dipilih oleh penulis untuk memastikan semua jawaban yang diberikan oleh responden valid. Meskipun mayoritas responden terdiri dari mahasiswa, kelompok usia ini tidak sepenuhnya mewakili populasi secara keseluruhan.

Sebanyak 231 responden telah berpartisipasi dalam penelitian ini, yang mana hanya 200 yang berhasil memenuhi kriteria. Penelitian ini menggunakan model konseptual berdasarkan *Information Acceptance Model* (IACM). Studi ini menggunakan multi-item *approach* dalam merancang survei. Delapan konstruk yang diteliti diukur untuk meningkatkan keandalan penelitian, dan konstruk ini adalah: *information quality*, *information credibility*, *needs of information*, *attitude towards information*, *information usefulness*, *information adoption*, dan *brand image*.

Dua belas dari tiga belas hipotesis yang di uji dalam penelitian ini berhasil diterima. Hasil dari penelitian ini menunjukkan adanya dampak positif dari variable Kualitas Informasi,, Kredibilitas Informasi, dan Perilaku Terhadap Informasi kepada Kegunaan Informasi. Akan tetapi, hubungan antara Kebutuhan Informasi dengan Kegunaan Informasi tidak dapat ditemukan. Selanjutnya, semua variable yang disebut di atas juga ditemukan memiliki hubungan positif dengan variable Adopsi Informasi.. Terakhir, variabel Kebutuhan Informasi dan Adopsi Informasi memiliki dampak positif dan signifikan terhadap Citra Merek Fungsional dan juga Citra Merek Simbolis

**Kata Kunci:** Pemasaran gerilya, media sosial, citra merek fungsional, citra merek simbolik, *information acceptance model* (IACM).