

## TABLE OF CONTENT

PERNYATAAN BEBAS LAGIASI.....	2
LEMBAR PENGESAHAN .....	3
PREFACE.....	4
ABSTRACT.....	6
TABLE OF CONTENT .....	1
LIST OF TABLE .....	4
LIST OF FIGURES .....	5
CHAPTER I INTRODUCTION.....	12
1.1    Research Background .....	12
1.2    Research Question .....	15
1.3    Research Objectives.....	15
1.4    Research Benefit.....	16
1.5    Research Novelty.....	16
1.6    Organization of the Thesis .....	17
CHAPTER II LITERATURE REVIEW .....	19
2.1    Theoretical Framework.....	19
2.1.1    Social Influence Theory.....	19
2.1.2    Source Credibility Theory.....	20
2.1.3    Social Media Marketing Theory .....	22
2.1.4    Sport Content Marketing.....	23
2.2    Conceptual Framework.....	24
2.2.1    Defining Audience Perception .....	24
2.2.2    Dimensions of Audience Perception.....	25
2.3    Research Model .....	26
Figure 2.1 Conceptual Framework .....	27
CHAPTER III METHODOLOGY .....	29
3.1    Research Method .....	29



3.2	Research Subject.....	29
3.3	Data Collection Technique .....	30
3.4	Sampling Technique and Sample Size.....	30
3.5	Operational Definition of Variables.....	31
3.6	Reliability and Validity Testing of the Instrument (Pilot Test) .....	32
3.7	Data Analysis Technique .....	33
<b>CHAPTER IV AUDIENCE PERCEPTION OF ADIDAS’S MARKETING STRATEGY FEATURING LIONEL MESSI.....</b>		<b>34</b>
4.1	Respondent Characters.....	38
4.1.1	Gender.....	38
Table 4.1 Gender Respondent Distribution .....		38
Figure 4.1 Gender Respondent Distribution .....		39
4.1.2	Age.....	39
Table 4.2 Age Respondent Distribution.....		39
Figure 4.2 Age Respondent Distribution .....		40
4.1.3	Educational Level .....	41
Table 4.3 Educational Level Respondent Distribution .....		42
Figure 4.3 Educational Level Respondent Distribution.....		43
4.1.4	Most Used Social Media.....	43
Table 4.4 Educational Level Respondent Distribution .....		43
Figure 4.4 Most Used Social Media Respondent Distribution .....		44
4.1.5	Social Media Using Intensity .....	45
Table 4.5 Social Media Intensity Respondent Distribution .....		45
Figure 4.5 Social Media Intensity Respondent Distribution.....		46
4.2	Pilot Test .....	46
4.2.1	Validity Test.....	46
Table 4.6 Validity of Brand Awareness.....		47
Table 4.7 Validity of Emotional Response .....		47
Table 4.8 Validity of Brand Alignment .....		48
4.2.2	Reliability Test.....	48
Table 4.9 Reliability of Brand Awareness .....		49



Table 4.10 Reliability of Emotional Response .....	49
Table 4.11 Reliability of Brand Alignment .....	50
4.3 Reliability and Validity Results of the Final Instrument .....	50
4.4 Descriptive Statistics.....	50
4.4.1 Perception About Brand Awareness .....	50
Table 4.12 Descriptive Statistics of Perception About Brand Awareness .....	50
4.4.2 Perception About Emotional Response .....	52
Table 4.13 Descriptive Statistics of Perception About Emotional Response .....	52
4.4.3 Perception About Brand Alignment.....	53
Table 4.14 Descriptive Statistics of Perception About Brand Alignment .....	53
4.5 Discussions .....	54
4.5.1 Overview of Audience Perception Toward Messi’s Endorsement .....	54
4.5.2 Awareness: Audience Recognition of Messi as Adidas Brand Ambassador .....	57
4.5.3 Emotional Response: Feelings Toward Adidas Campaigns Featuring Messi .....	59
4.5.4 Perceived Brand Alignment: Messi’s Image and Adidas’s Brand Values .....	62
CHAPTER V CLOSING .....	66
5.1 Conclusion .....	66
5.2 Suggestion and Recommendation .....	66

## LIST OF TABLE

<b>Table 4.1</b>	Gender Respondent Distribution.....
<b>Table 4.2</b>	Age Respondent Distribution.....
<b>Table 4.3</b>	Educational Level Respondent Distribution .....
<b>Table 4.4</b>	Educational Level Respondent Distribution .....
<b>Table 4.5</b>	Social Media Intensity Respondent Distribution .....
<b>Table 4.9</b>	Reliability of Brand Awareness .....
<b>Table 4.10</b>	Reliability of Emotional Response .....
<b>Table 4.11</b>	Reliability of Brand Alignment .....
<b>Table 4.6</b>	Validity of Brand Awareness.....
<b>Table 4.7</b>	Validity of Emotional Response .....
<b>Table 4.8</b>	Validity of Brand Alignment .....
<b>Table 4.12</b>	Descriptive Statistics of Perception About Brand Awareness.....
<b>Table 4.13</b>	Descriptive Statistics of Perception About Emotional Response .....
<b>Table 4.14</b>	Descriptive Statistics of Perception About Brand Alignment .....

## LIST OF FIGURES

<b>Figure 4.1</b> Gender Respondent Distribution .....	
<b>Figure 4.2</b> Age Respondent Distribution .....	
<b>Figure 4.3</b> Educational Level Respondent Distribution.....	
<b>Figure 4.4</b> Most Used Social Media Respondent Distribution .....	
<b>Figure 4.5</b> Social Media Intensity Respondent Distribution.....	



UNIVERSITAS  
GADJAH MADA

**Audience Perception of Adidasâ€™™ Leveraging of Lionel Messiâ€™™s 2022 World Cup Success as a Marketing Strategy**

Joel Joseph Johannes Hasibuan, Drs. I Gusti Ngurah Putra, M.A.  
Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>