

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis strategi komunikasi pemasaran *co-branding* antara HMNS dan Maliq & D'Essentials terhadap minat beli konsumen pada produk Untitled Humans, serta menelaah peran *brand preference* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 400 responden yang merupakan pengikut akun Instagram resmi kedua merek dan pernah terpapar konten promosi Untitled Humans. Hasil analisis deskriptif menunjukkan bahwa responden memberikan penilaian positif terhadap seluruh indikator variabel *co-branding* (X), *brand preference* (Z), dan *purchase intention* (Y). Melalui analisis korelasi dan regresi linear sederhana, ditemukan bahwa strategi *co-branding* berpengaruh signifikan terhadap *purchase intention* konsumen. Selain itu, *brand preference* terbukti menjadi variabel mediasi yang memperkuat hubungan antara strategi *co-branding* dan *purchase intention*. Temuan ini menunjukkan bahwa sinergi antara merek lokal dan musisi melalui *co-branding* yang kuat, autentik, dan relevan dapat membentuk persepsi merek yang positif serta mendorong minat beli konsumen. Implikasi praktis dari penelitian ini memberikan panduan bagi pelaku industri kreatif dalam merancang strategi kolaboratif yang efektif dalam membangun nilai tambah merek dan loyalitas konsumen.

Kata Kunci: *Co-branding, Purchase Intention, Brand preference, Strategi Komunikasi Pemasaran*

ABSTRACT

This research aims to test and analyze the influence of co-branding marketing communication strategies between HMNS and Maliq & D'Essentials on consumers' purchase intention for the Untitled Humans product, as well as to investigate the mediating role of brand preference. The research employs a quantitative approach using a survey method involving 400 respondents who follow the official Instagram accounts of both brands and have been exposed to the Untitled Humans promotional content. Descriptive analysis results reveal that respondents responded positively to all indicators of co-branding, brand preference, and purchase intention variables. Through correlation and simple linear regression analysis, it was found that the co-branding strategy significantly influences consumers' purchase intention. Moreover, brand preference serves as a mediating variable that strengthens the relationship between co-branding strategies and purchase intention. These findings indicate that strategic, authentic, and relevant co-branding between a local brand and musicians can shape a positive brand perception and encourage consumer buying interest. The practical implication of this research provides insights for creative industry practitioners in designing effective collaborative strategies to enhance brand value and consumer loyalty.

Keywords: Co-branding, Purchase Intention, Brand preference, Marketing Communication Strategy