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Transfer Citra Merek Vtuber terhadap Citra Merek Perusahaan melalui Peran Mediasi Persepsi Asosiasi Antarmerek
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INTISARI

Agensi *vtuber* seingkali bergantung kepada talenta mereka untuk membangun visibilitas, kredibilitas, dan persepsi positif dari audiens. Sementara itu, agensi (perusahaan) justru lebih jarang mendapat pengakuan daripada talenta mereka. Fenomena ini memunculkan kemungkinan adanya proses transfer citra yang terjadi antara talenta *vtuber* dan agensi yang terafiliasi. Maka dari itu, penelitian ini bertujuan untuk meneliti pengaruh citra merek *vtuber* terhadap citra merek agensi serta menyelidiki peran mediasi persepsi asosiasi antarmerek dalam proses transfer citra merek. Penelitian ini menggunakan pendekatan kuantitatif melalui pendistribusian kuesioner daring kepada penggemar aktif *vtuber* di Indonesia. Sebanyak 243 respon valid telah dikumpulkan dan dianalisis menggunakan PLS-SEM. Konstruk yang diteliti mencakup Citra Merek *Vtuber* (VBI), Persepsi Asosiasi Antarmerek (PA), dan Citra Merek Perusahaan (CBI). Temuan penelitian mengindikasikan bahwa Citra Merek *Vtuber* memiliki efek positif dan signifikan terhadap Citra Merek Perusahaan. Persepsi Asosiasi Antarmerek ditemukan memiliki efek signifikan dalam memediasi hubungan antara Citra Merek *Vtuber* dan Citra Merek Perusahaan. Temuan ini menunjukkan bahwa persepsi yang baik terhadap *vtuber* dapat memengaruhi penilaian audiens terhadap agensi secara langsung maupun tidak langsung melalui persepsi asosiasi yang terbentuk antara kedua entitas. Penelitian ini menyimpulkan bahwa terjadi transfer citra merek antara *vtuber* dan agensi dengan peran penting persepsi asosiasi antarmerek sebagai mekanisme pendukung proses transfer citra. Hasil penelitian ini berkontribusi terhadap literatur transfer citra merek, asosiasi antarmerek, dan penjenamaan pemengaruh virtual. Penelitian ini juga menyediakan pengetahuan bagi agensi *vtuber* yang berencana memperkuat citra merek mereka melalui strategi penjenamaan talenta.

Kata Kunci: *Vtuber*, Citra Merek *Vtuber*, Citra Merek Perusahaan, Persepsi Asosiasi Antarmerek, Transfer Citra Merek, PLS-SEM

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ABSTRACT

Vtuber corporations often rely on their talents to establish visibility, credibility, and positive perceptions among audiences, while the corporations themselves receive considerably less recognition than the individual vtuber talent. This phenomenon raises the possibility of brand image transfer between vtuber talents and their corporations. Therefore, this study aims to examine the effect of vtuber brand image on corporate brand image and investigate the mediating role of perceived interbrand association in image transfer process. This study employed a quantitative approach using a self-administered online questionnaire distributed to active vtuber fans in Indonesia. A total 243 of valid responses were collected and analyzed using PLS-SEM. The construct examined in this study include Vtuber Brand Image (VBI), Perceived Interbrand Association (PA), and Corporate Brand Image (CBI). The results indicate that Vtuber Brand Image has positive and significant effect on Corporate Brand Image. Furthermore, Perceived Interbrand Association was found to significantly mediate the relationship between Vtuber Brand Image and Corporate Brand Image. These findings suggest that favorable perceptions toward a vtuber can influence audiences' evaluations of the affiliated corporation, directly and indirectly through the association formed between the two entities. This study concludes that brand image transfer occurs between vtuber and their affiliated corporations, with perceived interbrand association serving as an important mechanism facilitating the transfer process. The findings contribute to literature of brand image transfer, interbrand associations, and virtual influencer branding, while also providing insights for vtuber agencies seeking to strengthen their corporate image through talent branding strategies.

***Keywords**: Vtuber, Vtuber Brand Image, Corporate Brand Image, Perceived Interbrand Association, Brand Image Transfer, PLS-SEM*