

ABSTRACT

This study examines the influence of the advertising appeals in the advertisement "#KerenLahirBatin" on the brand image of Ramayana Department Store that exists in the minds of internet users, especially the millennial generation of Indonesia. Through a survey method with descriptive analysis techniques, it is known that the advertising appeals bridged by audience involvement in message processing has a greater and positive influence on the brand image of Ramayana Department Store compared to the direct influence of advertising appeal on the brand image that does not involve audience involvement. The advertising appeals, especially emotional appeals, are proven to increase motivation, opportunity, and the ability of the audience to watch as well as understanding the ad. The emotional appeals most felt by respondents were the use of jingles, elements of humor, fun elements, plus the popularity of this ad. The dominance of this emotional appeals results in respondents tending to use peripheral route to process messages. However, the results of the formed brand image of Ramayana are positive and are a combination of functional and emotional aspects that are absorbed simultaneously. But because the effects generated through peripheral processing route are usually temporary and the effect of advertising appeals and audience involvement are only 16%, other marketing communication efforts are necessarily needed in order to strengthen the brand image of the Ramayana Department Store.

Keywords: Advertising Appeals, Advertising, Elaboration Likelihood Model, Brand Image.

ABSTRAKSI

Penelitian ini mengkaji bagaimana pengaruh daya tarik iklan dalam iklan “#KerenLahirBatin” terhadap citra jenama Ramayana *Department Store* yang ada di benak pengguna internet, khususnya generasi milenial Indonesia. Melalui metode survei dengan teknik analisis deskriptif, diketahui bahwa daya tarik iklan yang dijumpai keterlibatan audiens memproses pesan memiliki pengaruh yang lebih besar dan positif terhadap citra jenama Ramayana *Department Store* dibandingkan pengaruh langsung daya tarik iklan terhadap citra jenama yang tidak melibatkan keterlibatan audiens. Daya tarik iklan, terutama daya tarik emosional, terbukti dapat meningkatkan motivasi, kesempatan, dan kemampuan audiens menonton sekaligus memahami iklan. Adapun daya tarik emosional yang paling dirasakan responden adalah penggunaan *jingle*, unsur humor, unsur menyenangkan, ditambah popularitas iklan. Dominasi daya tarik emosional ini mengakibatkan responden cenderung menggunakan jalur periferal untuk memproses pesan. Meskipun demikian, hasil citra jenama Ramayana yang terbentuk bersifat positif dan merupakan gabungan dari aspek fungsional maupun emosional yang diserap secara bersamaan. Namun, karena pengaruh yang dihasilkan melalui jalur pemrosesan periferal biasanya bersifat sementara dan hasil pengaruh daya tarik iklan dan keterlibatan audiens hanya sebesar 16%, diperlukan upaya komunikasi pemasaran lainnya yang dapat memperkuat citra jenama Ramayana *Department Store*.

Kata kunci: Daya Tarik Iklan, Iklan, *Elaboration Likelihood Model*, Citra Jenama.