

## **ABSTRACT**

*The competition to reach audience's attention makes the marketers trying to point out interesting elements that are favorable and identic with their target audience. An ad that has caught audiences attention is Shopee's "Blackpink Road to Birthday Sale 12.12" edition. This ad caused controversy with all pros and cons responses related to its appearance on television and social media. By collaborating with girl group Blackpink from South Korea, Shopee tried to associate their brand with K-POP. The ability of Shopee's ad controversy in the edition of "Blackpink Road to Birthday Sale 12.12" in influencing Shopee's brand association is interesting to be explored further.*

*Through a survey of 400 respondents, researcher found the tendency for the relationship between between the Shopee's ad controversy "Blackpink Road to Birthday Sale 12 12" edition and the Shopee brand association was meaningless, with negative value. This negative relationship that tend to be meaningless are in line with regression test result that shows Shopee's ads controversy couldn't influence Shopee's brand association. The low level of the Shopee's ad controversy and brand association of Shopee that already strong in respondents minds made Shopee's ad controversy "Blackpink Road to Birthday Sale 12 12" edition unable to explain Shopee's brand association.*

**Keywords:** Advertising Controversies, Brand Association, Shopee Ads, Online Buyer

## ABSTRAK

Persaingan dalam meraih perhatian audiens membuat para *marketer* berupaya menampilkan unsur-unsur menarik yang identik dan sedang diminati oleh target audiens mereka. Salah satu iklan yang pernah menarik perhatian masyarakat Indonesia ialah iklan Shopee edisi “Blackpink *Road to Birthday Sale 12.12*” Iklan ini menimbulkan kontroversi dengan adanya tanggapan pro dan kontra terkait penayangannya di televisi dan media sosial. Jika dipahami lebih mendalam, Shopee mencoba untuk mengasosiasikan *brand* mereka dengan K-POP melalui Blackpink, salah satu *girl group* asal Korea Selatan. Kemampuan kontroversi iklan Shopee edisi “Blackpink *Road to Birthday Sale 12.12*” dalam memengaruhi *brand association* Shopee inilah yang menarik untuk ditelaah lebih lanjut.

Melalui survei yang dilakukan kepada 400 responden, peneliti menemukan kecenderungan hubungan antara kontroversi iklan Shopee edisi “Blackpink *Road to Birthday Sale 12 12*” dan *brand association* Shopee ialah tidak berarti dengan nilai negatif. Hubungan negatif yang cenderung tidak berarti ini selaras dengan tidak ditemukannya pengaruh antara kontroversi iklan tersebut terhadap *brand association* Shopee. Rendahnya level kontroversi iklan dalam penelitian ini dan tingginya asosiasi *brand* Shopee dibenak responden membuat kontroversi iklan Shopee edisi “Blackpink *Road to Birthday Sale 12 12*” tidak mampu menjelaskan *brand association* Shopee.

Kata kunci: Kontroversi Iklan, *Brand Association*, Iklan Shopee, Pembeli *Online*.