

**UNIVERSITAS MUHAMMADIYAH JAKARTA**

**FAKULTAS ILMU SOSIAL DAN POLITIK**

**PROGRAM STUDI ILMU KOMUNIKASI**

**KONSENTRASI ADVERTISING**

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**“Pengaruh Co-Branding Aerostreet dengan KFC Terhadap Keputusan Pembelian”**

**ABSTRAK**

Perkembangan fashion di Indonesia sangat berkembang pesat, salah satu produk fashion yang sedang digandrungi oleh masyarakat adalah sepatu, Para pelaku bisnis sepatu lokal mulai bersaing satu sama lain serta mulai bermunculan *brand* sepatu lokal baru seperti contohnya Aerostreet. Tujuan penelitian ini adalah untuk mengukur pengaruh *Co-Branding* Aerostreet dengan KFC terhadap Keputusan Pembelian followers instagram @aerostreet, untuk mengukur Co Branding KFC pada followers Instagram @aerostreet, serta untuk mengukur keputusan pembelian pada followers akun Instagram @aerostreet Teori yang digunakan adalah *Co-Branding* yang mempunyai unsur: kesadaran merek, merek yang cukup kuat, menguntungkan, penggabungan yang unik, penilaian konsumen yang positif dan respon konsumen yang positif. Serta teori keputusan pembelian yang memiliki beberapa tahapan: *problem recognition, information Search, evaluation of alternatives, purchase decision, postpurchase behavior*. Penelitian menggunakan pendekatan kuantitatif. Metode penelitian adalah metode survei. Teknik pengumpulan data dilakukan dengan menyebarkan kuisioner ke 48 orang pengikut akun Instagram @aerostreet dengan karakteristik tertentu. Pengambilan sampel menggunakan teknik *random sampling*. Hasil dari penelitian memperlihatkan bahwa besarnya pengaruh *Co-Branding* Aerostreet dengan KFC terhadap keputusan pembelian memiliki nilai sebesar 0,835 yang artinya hubungan atau korelasi antara variabel *Co-Branding* (X) berpengaruh terhadap variabel keputusan pembeli (Y). Hasil perhitungan R square atau bisa disebut koefisien determinasi menunjukkan angka sebesar 0,696 yang artinya dengan angka ini, Variabel (X) *Co-Branding* Aerostreet dengan KFC mempengaruhi Variabel (Y) keputusan pembelian, dengan nilai sebesar 69,6 % dan berarti sisanya sebesar 30,4% dipengaruhi oleh variabel lain di luar penelitian ini

Kata Kunci :Co-branding, Aerostreet, Instagram, Keputusan Pembelian

Referensi : 11 buku, 12 jurnal, dan 2 Website

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**"The Influence of Aerostreet Co-Branding with KFC on Buyer Decisions"**

***ABSTRACT***

The development of fashion in Indonesia is growing rapidly, one of the fashion products that is being loved by the public is shoes. Local shoe businesses are starting to compete with each other and new local shoe brands are starting to emerge, for example Aerostreet. The purpose of this research is to measure the influence of Aerostreet Co-Branding with KFC on the Purchasing Decisions of @aerostreet Instagram followers, to measure KFC Co-Branding on @aerostreet Instagram followers, and to measure purchasing decisions on @aerostreet Instagram account followers. The theory used is Co-Branding which has the elements: brand awareness, a strong enough brand, profitable, unique combination, positive consumer assessment and positive consumer response. As well as purchasing decision theory which has several stages: problem recognition, information search, evaluation of alternatives, purchase decision, postpurchase behavior. The research uses a quantitative approach. The research method is a survey method. The data collection technique was carried out by distributing questionnaires to 48 followers of the @aerostreet Instagram account with certain characteristics. Sampling used random sampling technique. The results of the research show that the magnitude of the influence of Aerostreet Co-Branding with KFC on purchasing decisions has a value of 0.835, which means that the relationship or correlation between the Co-Branding variable (X) influences the buyer decision variable (Y). The results of the R square calculation or what could be called the coefficient of determination show a figure of 0.696, which means that with this figure, Variable (X) Aerostreet Co-Branding with KFC influences Variable (Y) purchasing decisions, with a value of 69.6% and means the remainder is 30, 4% is influenced by other variables outside this research

Keywords: Co-branding, Aerostreet, Instagram, Purchase Decision

Reference : 11 books, 12 journals and 2 website

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