

ABSTRAK

Aqua sebagai pelopor Air Mineral Dalam Kemasan (AMDK) terlaris dan tertua di Indonesia harus mempertahankan posisinya di tengah banyaknya persaingan bisnis dan isu-isu yang sering sekali menerpa perusahaan Aqua. Berdasarkan data *Top Brand Award* Aqua menempati posisi pertama dalam kategori AMDK, namun meskipun Aqua menempati posisi pertama, Aqua setiap tahunnya terus mengalami penurunan yang signifikan disebabkan oleh banyaknya persaingan bisnis dan isu-isu yang sering sekali mengaitkan merek Aqua. Salah satu strategi yang dilakukan Aqua untuk mempertahankan posisi, serta citra positifnya di mata masyarakat adalah menghadirkan kampanye iklan “100% Murni 100% Indonesia”. Penelitian ini dilakukan untuk mengetahui pengaruh iklan “100% Murni 100% Indonesia” terhadap citra merek Aqua. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei. Populasi penelitian berjumlah 139 juta pengguna aktif sosial media di Indonesia. Pengambilan sampel dalam penelitian ini menggunakan rumus slovin dengan sampel sebanyak 100 responden. Teknik pengumpulan data melalui penyebaran kuesioner secara *online* dengan skala *likert*. Teknik analisis data yang digunakan berupa uji validitas, uji reliabilitas dan uji normalitas. Analisis data dilakukan dengan menggunakan uji-t. Hasil yang didapatkan dalam penelitian ini menunjukkan bahwa iklan “100% Murni 100% Indonesia” berpengaruh terhadap citra merek Aqua ditunjukkan dengan hasil yang didapatkan melalui uji-t yaitu $t_{hitung} > t_{tabel}$ dengan nilai $9,431 > 1,6605$ menunjukkan bahwa hipotesis alternatif (H_a) diterima dan hipotesis nol (H_o) ditolak.

Kata kunci: **Terpaan Iklan; Citra Merek; AMDK**

ABSTRACT

Aqua as the pioneer of the best-selling and oldest Packaged Mineral Water (AMDK) in Indonesia must maintain its position amidst the many business competitions and issues that often hit the Aqua company. Based on Top Brand Award data, Aqua is in first place in the AMDK category, but even though Aqua is in first place, Aqua continues to experience a significant decline every year due to the many business competitions and issues that are often associated with the Aqua brand. One of the strategies Aqua has carried out to maintain its position, as well as its positive image in the eyes of the public, is to present the advertising campaign "100% Murni 100% Indonesia". This study was conducted to determine the effect of the "100% Murni 100% Indonesia" advertisement on the Aqua brand image. This study uses a quantitative approach with a survey technique. The research population is 139 million active social media users in Indonesia. Sampling in this study uses the Slovin formula with a sample of 100 respondents. The data collection technique is through the distribution of online questionnaires with a Likert scale. The data analysis techniques used are a validity test, reliability test, and normality test. Data analysis is carried out using the t-test. The results obtained in this study indicate that the advertisement "100% Murni 100% Indonesia" has an effect on the Aqua brand image as shown by the results obtained through the t-test, namely $t\text{-count} > t\text{-table}$ with a value of $9.431 > 1.6605$ indicating that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected.

Keywords: *Advertising Exposure; Brand Image; AMDK*