

## DAFTAR ISI

|  |      |
|--|------|
| HALAMAN PENGESAHAN.....                        | i    |
| ABSTRAK .....                                  | ii   |
| RINGKASAN SKRIPSI .....                        | iii  |
| PERNYATAAN KEASLIAN.....                       | vi   |
| MOTTO DAN PERSEMBAHAN .....                    | vii  |
| KATA PENGANTAR .....                           | viii |
| DAFTAR ISI.....                                | x    |
| DAFTAR TABEL.....                              | xiii |
| DAFTAR GAMBAR .....                            | xv   |
| DAFTAR LAMPIRAN.....                           | xv   |
| BAB I PENDAHULUAN .....                        | 1    |
| 1.1 Latar Belakang .....                       | 1    |
| 1.2 Identifikasi Masalah Penelitian .....      | 10   |
| 1.3 Pembatasan Masalah .....                   | 10   |
| 1.4 Rumusan Masalah .....                      | 11   |
| 1.5 Tujuan Penelitian.....                     | 11   |
| 1.6 Manfaat Penelitian.....                    | 11   |
| 1.6.1 Manfaat Teoritis.....                    | 11   |
| 1.6.2 Manfaat Praktis .....                    | 12   |
| BAB II KAJIAN PUSTAKA .....                    | 13   |
| 2.1 Teori .....                                | 13   |
| 2.1.1 Merek ( <i>Brand</i> ) .....             | 13   |
| 2.1.2 Citra ( <i>Image</i> ).....              | 15   |
| 2.1.3 Citra Merek ( <i>Brand Image</i> ) ..... | 15   |

|  |           |
|--|-----------|
| 2.1.4 <i>Brand Ambassador</i> .....                                    | 19        |
| 2.2 Hasil Penelitian yang Relevan.....                                 | 21        |
| 2.3 Kerangka Pikir.....  | 24        |
| 2.4 Hipotesis .....  | 26        |
| 2.5 Definisi Konsep dan Definisi Operasional Variabel Penelitian ..... | 26        |
| <b>BAB III METODE PENELITIAN.....</b>                                  | <b>30</b> |
| 3.1 Jenis Penelitian .....   | 30        |
| 3.2 Langkah-Langkah Penelitian.....                                    | 30        |
| 3.2.1 Menentukan Data Penelitian.....                                  | 30        |
| 3.2.2 Pengumpulan Data Penelitian.....                                 | 31        |
| 3.2.3 Pengolahan Data Penelitian .....                                 | 31        |
| 3.2.4 Analisis Data Penelitian.....                                    | 32        |
| 3.2.5 Kesimpulan .....   | 32        |
| 3.2.6 Saran .....  | 32        |
| 3.3 Lokasi dan Waktu Penelitian.....                                   | 33        |
| 3.3.1 Lokasi Penelitian.....   | 33        |
| 3.3.2 Waktu Penelitian.....  | 33        |
| 3.4 Populasi dan Sampel Penelitian .....                               | 33        |
| 3.4.1 Populasi Penelitian.....   | 33        |
| 3.4.2 Sampel Penelitian .....  | 35        |
| 3.5 Teknik Pengumpulan Data .....                                      | 35        |
| 3.6 Alat Pengumpulan Data.....   | 37        |
| 3.6.1 Metode Pengukuran .....  | 38        |
| 3.7 Uji Validitas dan Reliabilitas Alat Pengumpulan Data .....         | 39        |
| 3.7.1 Uji Validitas .....  | 39        |
| 3.7.2 Uji Reliabilitas .....   | 41        |
| 3.8 Teknik Analisis Data .....   | 43        |
| 3.8.1 Uji Asumsi Klasik.....   | 43        |
| 3.9 Pengujian Hipotesis .....  | 44        |
| 3.9.1 Uji Regresi Linear Sederhana .....                               | 44        |

|   |    |
|---|----|
| 3.9.2 Uji Parsial .....   | 45 |
| 3.9.3 Uji Koefesien Determinasi ( $R^2$ ).....  | 45 |
| BAB IV GAMBARAN UMUM OBJEK PENELITIAN .....   | 47 |
| 4.1 Gambaran Umum <i>Playerunknown's Battleground (PUBG) Mobile</i> .....                       | 47 |
| 4.1.1 Sejarah <i>Playerunknown's Battleground (PUBG) Mobile</i> .....                           | 47 |
| 4.1.2 Mode Bermain <i>Playerunknown's Battleground (PUBG) Mobile</i> .....                      | 48 |
| 4.1.3 Tujuan <i>Playerunknown's Battleground (PUBG) Mobile</i> .....                            | 48 |
| 4.2 Gambaran Umum <i>Blackpink</i> .....  | 49 |
| 4.2.1 Sejarah <i>Blackpink</i> .....  | 49 |
| BAB V HASIL PENELITIAN DAN PEMBAHASAN .....   | 53 |
| 5.1 Deskripsi Variabel Penelitian .....   | 53 |
| 5.1.1 <i>Brand Image Playerunknown's Battleground (PUBG) Mobile</i> (Variabel<br>Dependen)..... | 53 |
| 5.1.2 <i>Blackpink sebagai Brand Ambassador</i> (Variabel Independen).....                      | 57 |
| 5.2 Analisis Hasil Penelitian .....   | 62 |
| 5.2.1 Uji Asumsi Klasik.....  | 62 |
| 5.2.2 Uji Hipotesis .....   | 64 |
| BAB VI PENUTUP .....  | 71 |
| 6.1 Simpulan.....   | 71 |
| 6.2 Implikasi .....   | 72 |
| 6.3 Saran .....   | 73 |
| 6.3.1 Saran Akademis .....  | 73 |
| 6.3.2 Saran Praktis .....   | 73 |
| 6.4 Keterbatasan Penelitian .....   | 74 |
| DAFTAR PUSTAKA .....  | 75 |
| LAMPIRAN.....   | 79 |