

## ABSTRAK

Dunia kuliner sering dikaitkan dengan aktivitas memasak hingga bumbu makanan. *Image* MSG sebagai bumbu makanan sering dikaitkan dengan pengaruh buruk pada kesehatan dan kecerdasan seseorang. Sasa sebagai salah satu produsen MSG terkemuka di Indonesia pernah beriklan dengan judul “*Welcome Back Micin Swag Generation*” memanfaatkan *platform* media sosial dan Youtube untuk mengatasi *brand image* negatif yang muncul. Penelitian ini meneliti hubungan antara iklan yang dilakukan pihak Sasa terhadap perubahan *brand image* negatif produk MSG dengan menerapkan teori *cognitive response* sebagai landasan berfikir yang digunakan. Tujuan penelitian ini, ingin mengetahui tingkat terpaan iklan Sasa melalui sosial media dan Youtube dapat memengaruhi *brand image* produk MSG Sasa. Variabel tingkat terpaan iklan diukur dengan indikator frekuensi, intensitas dan durasi. Sedangkan variabel *brand image* diukur berdasarkan *product attributes*, *benefit*, dan *brand attitude*. Penelitian ini menggunakan metode riset survei. Dari data primer diperoleh 100 responden dan berdomisili di kecamatan Depok, Sleman serta tertarik dengan *food & beverages* dan melihat iklan Sasa tersebut. Hasil penelitian ini menunjukkan tingkat terpaan iklan Sasa berpengaruh positif sehingga timbul korelasi yang berbanding lurus antara kedua variabel, tetapi pengaruh berada pada tingkatan rendah sebesar 17,6% terhadap perubahan *brand image* produk MSG Sasa dengan nilai koefisien sebesar 0,239. Sehingga tingkat terpaan iklan tersebut tidak terjadi perubahan *brand image* secara maksimal.

**Kata kunci :** *Tingkat Terpaan Iklan, Brand Image, Youtube, MSG*

## ABSTRACT

*The culinary world is often associated with cooking activities to food seasoning. The image of MSG as a food spice is often associated with a bad influence on a person's health and intelligence. Sasa as one of the leading MSG producers in Indonesia once advertised with the title "Welcome Back Micin Swag Generation" using social media platforms and Youtube to overcome the negative brand image that emerged. This study examines the relationship between advertisements by Sasa and changes in the negative brand image of MSG products by applying cognitive response theory as the basis for thinking used. The purpose of this study was to find out the level of exposure to Sasa advertisements through social media and Youtube that could affect the brand image of MSG Sasa products. The variable level of exposure to advertising is measured by indicators of frequency, intensity and duration. While the brand image variable is measured based on product attributes, benefits, and brand attitude. This research uses survey research method. From primary data obtained 100 respondents and domiciled in the sub-district of Depok, Sleman and are interested in food & beverages and saw the Sasa advertisement. The results of this study indicate that the level of exposure to Sasa advertising has a positive effect so that a directly proportional correlation arises between the two variables, but the effect is at a low level of 17.6% on changes in the brand image of MSG Sasa products with a coefficient value of 0.239. So that the level of exposure to the advertisement does not change the brand image to the maximum.*

**Keywords :** *Ad Exposure Level, Brand Image, Youtube, MSG*