

ABSTRAK

Perkembangan teknologi digital telah mengubah strategi pemasaran, terutama dalam pemanfaatan media sosial seperti Instagram. Strategi kampanye *co-branding* semakin populer karena dapat meningkatkan keterlibatan audiens, khususnya generasi muda. Penelitian ini meneliti pengaruh paparan pesan kampanye *co-branding* antara Dermies Hello Glow dan Teh Botol Sosro terhadap minat beli followers Instagram @dermies. Teori asosiasi digunakan untuk menjelaskan bagaimana komunikasi visual, repetisi pesan, dan konten emosional menciptakan asosiasi kuat antara merek di benak konsumen. Metode penelitian ini adalah kuantitatif dengan teknik analisis regresi linier sederhana, menggunakan 100 responden *followers aktif*. Variabel independen (*X*) adalah *co-branding* dengan enam indikator: brand awareness, brand strength, uniqueness, association, consumer judgement, dan consumer feelings. Variabel dependen (*Y*) adalah minat beli, diukur melalui indikator transaksional, referensial, preferensial, dan eksploratif. Hasilnya menunjukkan bahwa paparan pesan berpengaruh positif terhadap minat beli dengan koefisien korelasi 0,623 dan determinasi 0,388. Artinya, paparan pesan kampanye *co-branding* lintas merek efektif dalam pemasaran digital, selama ada kesesuaian nilai dan relevansi kuat antar-merek.

Kata Kunci: Paparan Pesan, Kampanye Co-Branding, Minat Beli, Dermies Hello Glow dan The Botol Sosro, Followers @dermies

ABSTRACT

The development of digital technology has changed marketing strategies, especially in the utilization of social media such as Instagram. Co-branding campaign strategies are increasingly popular because they can increase audience engagement, especially the younger generation. This research examines the effect of exposure to co-branding campaign messages between Dermies Hello Glow and Teh Botol Sosro on the purchase intention of @dermies Instagram followers. Association theory is used to explain how visual communication, message repetition, and emotional content create strong associations between brands in the minds of consumers. This research method is quantitative with simple linear regression analysis techniques, using 100 active follower respondents. The independent variable (X) is co-branding with six indicators: brand awareness, brand strength, uniqueness, association, consumer judgment, and consumer feelings. The dependent variable (Y) is purchase intention, measured through transactional, referential, preferential, and exploratory indicators. The results show that message exposure has a positive effect on purchase intention with a correlation coefficient of 0.623 and a determination of 0.388. This means that cross-brand co-branding campaign message exposure is effective in digital marketing, as long as there is value congruence and strong relevance between brands.

Keywords: Message Exposure, Co-Branding Campaign, Purchase Intention, Dermies Hello Glow and The Botol Sosro, Followers @dermies