

## ABSTRAK

**Maya Annissa 1102763, “Pengaruh Event Hilo Goes To School terhadap Brand Image Susu Hilo School”, dibawah bimbingan Heny Hendrayati, S.IP. MM**

Industri Pengolahan Susu (IPS) semakin menjanjikan seiring dengan pertumbuhan pangsa pasar susu di Indonesia. Permasalahan yang terjadi adalah adanya perbedaan *image* yang terbentuk di masyarakat khususnya dikalangan ibu rumah tangga terhadap merek susu *Hilo School*. Nutrifood ingin membentuk *image Hilo School* sebagai susu tinggi kalsium dan rendah lemak yang mampu menunjang masa pertumbuhan anak, sedangkan *image* yang terbentuk dikalangan ibu rumah tangga yaitu *Hilo School* merupakan susu tinggi kalsium untuk usia dewasa. Hal ini menjadi penghambat PT.Nutrifood Indonesia dalam memasarkan susu *Hilo School*. Tujuan dari penelitian ini adalah untuk mengetahui gambaran *event* dan *brand image*, serta mengetahui seberapa besar pengaruh *event Hilo Goes To School* terhadap *brand image* susu *Hilo School*. Metode penelitian yang digunakan adalah deskriptif dan verifikatif, dengan jumlah populasi sebanyak 650 orang dan sampel dengan jumlah 90 responden. Teknik analisis yang digunakan adalah analisis regresi linier sederhana. Teknik pengambilan sampel dalam penelitian ini adalah *accidental sampling*. Hasil perhitungan analisis regresi linier sederhana didapatkan persamaan  $\hat{Y}=9,481 + 0,355 X$  dengan koefisien determinasi sebesar 41,7%. Artinya terdapat pengaruh *event Hilo Goes To School* terhadap *brand image* susu *Hilo School* sebesar 41,7% dan sisanya sebesar 58,3% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Indikasi adanya pengaruh *event* terhadap *brand image*, maka *event* dapat dijadikan salah satu cara dalam mempromosikan dan menjaga citra merek.

**Kata Kunci : *Brand Image, Event***

## **ABSTRACT**

**Maya Annissa 1102763, “The Effect of Hilo Goes To School Event On The Hilo School Milk Brand Image”, under guidance Heny Hendrayati, S.IP.MM supervision.**

*Milk Processing Industry is getting more promising as the growth of the milk market share in Indonesia. The problem that occurs is the difference in the image that is formed in the society, especially among housewives, about a milk brand named Hilo School. Nutrifood want to create an image of Hilo School as a high-calcium and low-fat milk that is capable of supporting the growth of children. Meanwhile, the image that is perceived by housewives is that Hilo School is a high-calcium milk for adults. This become an obstacle for PT Nutrifood Indonesia in marketing Hilo School. The aim of this study is to find out the overview of event and brand image, as well as determine the influence of Hilo Goes To School event on the brand image of Hilo School. The method used is descriptive and verification, with a total population of 650 people and a sample of 90 respondents. The analysis technique used is a simple linear regression analysis. The sampling technique in this study is accidental sampling. As a result of calculations using simple linear regression analysis, it is obtained the equation  $Y = 9.481 + 0.355 X$  with a coefficient of determination of 41.7%. This means that there are significant influence of Hilo Goes To School event on the brand image of Hilo School 41.7% and the remaining 58.3% is influenced by other factors not examined in this study. Based on the indication of influence on the brand image, it is concluded that an event can be employed as one of the ways to promote and maintain a brand image.*

**Key words : Brand Image, Event**