

PENGARUH TERPAAN TAYANGAN VIDEO YOUTUBE OTODRIVER.COM TERHADAP ASOSIASI MEREK MOBIL PADA PENGIKUT AKUN

Dhimas Luthfi Prabowo, Mufid Salim, Nunik Hariyanti, Rustono Farady Marta

ABSTRACT

Seiring berkembangnya zaman, semakin banyak masyarakat yang mengandalkan perolehan informasi melalui sarana internet atau media *online*. Media online sendiri memiliki peran sangat penting dalam penyebaran informasi. Otodriver.com merupakan portal berita di internet khusus membahas mengenai otomotif. Berawal dari website www.otodriver.com lalu melebarkan sayap ke kanal YouTube dan menyajikan konten audio visual yang berisi tentang informasi mengenai kendaraan roda empat terbaru yang diulas secara lengkap oleh para ahli secara independen. Penelitian ini dilakukan untuk mengetahui apakah terdapat pengaruh terpaan tayang video YouTube Otodriver.com terhadap asosiasi merek mobil terhadap pengikut akun. Metode penelitian yang dilakukan adalah kuantitatif eksplanatif dengan *purposive sampling* terhadap 100 orang pengikut akun. Hasil dari penelitian ini menunjukkan terdapat 64,7% pengaruh terpaan tayang dengan asosiasi merek mobil pengikut akun. Asosiasi merek merupakan pengalaman untuk mengidentifikasi identitas pembeda antara suatu barang atau jasa lainnya.

FULL TEXT:

[PDF](#)

DOI: <https://doi.org/10.33633/ja.v5i1.5797>

JURNAL AUDIENCE: JURNAL ILMU KOMUNIKASI

Audience, Journal of Communication Studies is a scientific journal published by Dian Nuswantoro University. Audience journal publishes original papers, review papers, conceptual framework, analytical and simulation models, case studies, and empirical research. Audience journal aims to develop and communicate widely the development of creative media and business communication both theoretical and pragmatic.

Audience journal publishes papers in the fields of journalism, mass media industries, broadcasting media issue, new media studies, media ethics, political communications, media law, strategic communications management, social marketing, political marketing, political campaign, public relations.

Audience journal is published both in print and online versions. Audience journal published twice a year, in February and August

p-ISSN: 2620-8393

e-ISSN: 2685-8010

VOL 05, NO 01 (2022): FEBRUARI 2022

EDITORIAL TEAM

EDITORIAL IN CHIEF

Heni Indrayani, M.I.Kom, (ID Scopus: 57205345292) Dian Nuswantoro University, Indonesia

EDITORIAL BOARD

Dr. Puri Kusuma Dwi Putri, M.I.Kom, (Scopus ID: <https://orcid.org/0000-0002-8241-8325>) Dian Nuswantoro University, Indonesia

Dr. Agus Triyono, (Scopus ID: 57219967405) Universitas Dian Nuswantoro, Indonesia

Mutia Rahmi Pratiwi, M.I.Kom, (Sinta ID: 6656101) Dian Nuswantoro University, Indonesia

Makaromah, M.I.Kom, (Sinta ID: 6102916) Dian Nuswantoro University, Indonesia

Pipit Fitriyah, MM, (Sinta ID : 6680558) Universitas Gunadarma, Indonesia

ASSISTANT EDITOR

Khamadi, M.Ds, (Sinta ID: 257779) Dian Nuswantoro University, Indonesia

LAYOUT & COVER

Dzuha Hening Yanuarsari, M.Ds, (Sinta ID: 6101195) Dian Nuswantoro University, Indonesia

PROOFREAD

Liya Umaroh, M.Hum, (Scopus ID: 57193842513) Universitas Dian Nuswantoro, Indonesia

PEOPLE

REVIEWER

Prof. Dr. Alexander G Flor, (Scopus ID: 56014380200) University of the Philippines, Philippines
Prof. Dr. Benjamina Gonzalez-Flor, (ORCID ID: 0000 0002 9950 3112) University of the Philippines Los Baños, Philippines
Dr. Yong Liu, (Scopus ID: 57207812589) Universiti Brunei Darussalam, Brunei Darussalam
Dr. Nur Haniz Mohd Nur, (Scopus id : <https://orcid.org/0000-0002-3019-4817>) Taylors University Malaysia, Malaysia
Peng Hwa Ang, Ph.D, (Orcid ID : 0000-0002-4941-2589) Nanyang Technological University, Singapore
Dr Yuventius Tyas Catur Pramudi, S.Si., M.Kom, (ID Scopus: 57194280492) Dian Nuswantoro University, Indonesia
Dr. Rahmawati Zulfiningrum, M.I.Kom, Universitas Dian Nuswantoro, Indonesia
Dr. Hapsari Dwiningtyas, (ID Scopus: 56445359200) Diponegoro University, Indonesia
Dr. Nurul Hasfi, (ID Scopus: 57205340438) Diponegoro University, Indonesia
Dr. Yani Tri Wijayanti, (Sinta ID: 6682357) Universitas Islam Sunan Kalijaga Yogyakarta, Indonesia
Dr. Ni Made Ras Amanda Gelgel, S.Sos, M., (Sinta ID: 6200321) Udayana University, Indonesia

VOL 5, NO 1 (2022)

FEBRUARI 2022

DOI: <https://doi.org/10.33633/ja.v5i1>

TABLE OF CONTENTS

ARTICLES

| | |
|--|----------------|
| Authenticity Within Oatly's Reaction to the Communication Crisis DOI : 10.33633/ja.v5i1.5535 Atika Rusy Kuncoro | PDF 1-15 |
| The Meaning of Air Jordan Sneakers for Air Jordan Sneakers Users in Indonesia DOI : 10.33633/ja.v5i1.5767 Daniel Susilo | PDF 16-25 |
| Public Satisfaction with The Performance of The Government of Joko Widodo – Jusuf Kalla DOI : 10.33633/ja.v5i1.5991 Hamed Norallah Bakheet | PDF 26-41 |
| Company and Brand Rebranding: A Study on the Electronic Retail Industry DOI : 10.33633/ja.v5i1.5339 Ilham Ramdana | PDF 42-55 |
| Pengaruh Program Kentongan RRI Pro 1 Padang Terhadap Perilaku Mitigasi Bencana DOI : 10.33633/ja.v5i1.5401 Fahmi Hadi, Evawani Elysa Lubis, Ismadianto Ismadianto | PDF 56-63 |
| Peran Humas Pemerintah D.I Yogyakarta sebagai Boundary Spanner antara Pemerintah Daerah dengan Stakeholders DOI : 10.33633/ja.v5i1.5470 Rizkiya Ayu Maulida | PDF 64-79 |
| Discourse Network Analysis (DNA): Aktivisme Digital dalam Perdebatan Isu "Presiden Tiga Periode" di Twitter DOI : 10.33633/ja.v5i1.5484 Muhammad Iqbal Khatami | PDF 80-94 |
| Pengaruh Terpaan Tayangan Video YouTube Otodriver.com Terhadap Asosiasi Merek Mobil Pada Pengikut Akun DOI : 10.33633/ja.v5i1.5797 Dhimas Luthfi Prabowo, Mufid Salim, Nunik Hariyanti, Rustono Farady Marta | PDF 95-110 |
| Mental Health Promotion Efforts in the Switch-Up Program in Collaboration with the Indonesian Mental Health Foundation (YSMI) DOI : 10.33633/ja.v5i1.5969 Tiara Pascanoviera Robaeni, Hanny Hafiar | PDF 111-133 |

