

DEVELOPING A BRAND IMAGE USING GIVEAWAY MERCHANDISE: SURVEY OF OFFICIAL OREO INSTAGRAM FOLLOWERS

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Abstract. The success of a company's marketing strategy depends mainly on its brand image. Consumers rely on the brand image to evaluate products or brands. The more favorable the brand image, the more interested and attentive consumers will be towards the product or brand. Oreo is one such brand that partnered with the Korean girl group Blackpink to share giveaway merchandise content on their official Instagram account @oreo_indonesia. A quantitative survey was conducted among Instagram followers of @oreo_indonesia, which revealed a positive and robust impact between the giveaway content and Oreo's brand image. The visual cues in the content significantly influenced brand image, as respondents were already familiar with Oreo's strengths, advantages, and uniqueness. Additionally, the language used in the content piqued the audience's interest in the collaboration and the Oreo brand. Therefore, the research findings demonstrate that Oreo can create a compelling message that motivates consumers to participate in the Blackpink Merchandise Giveaway program.

Keywords: Brand Image, Giveaway, Merchandise, Oreo, Blackpink

INTRODUCTION

The brand image acts as a compass for consumers, guiding their evaluation of the products or services on offer. A positive brand image significantly enhances the likelihood of consumer interest and attention toward the product or brand (Laksono & Suryadi, 2020, p.10). Brand image is the consumer's perception of a brand, a mirror reflecting the associations formed in their minds (Kotler & Keller, 2016). This perception is influenced by the information received and experiences gained. Brands play a pivotal role in the success of an organization or company in marketing its products (Astuti, 2011). Therefore, a company must strategically determine message content, channels, and effective methods to sell its products and shape a positive perception in the audience's minds (Jatmiko, 2019), emphasizing the urgency and importance of its marketing efforts.

The diversity of communication media types has empowered companies to disseminate information and introduce their products or brands. With its unique advantages, such as unlimited connectivity and freedom from geographic constraints, social media has emerged as a powerful promotional medium (McQuail, 2012). It allows companies to reach a global audience and make their products recognized by the public. The advent of social media has revolutionized human activities, including marketing (Astuti et al., 2021). Social media content can take many forms, including images, text, graphics, sound, and documents. Users share this content to exchange information or experiences with other social media users. The effectiveness and appeal of social media content directly influence its audience's attention. As a result, companies need to conduct thorough research to ensure that the content they share on social media resonates with their target audience.

This research can also guide the creation of message content that is well-received by the audience.

One brand that actively utilizes Instagram to promote its products is Oreo. Oreo is a well-known cookie snack brand with a strong presence in many countries, including Indonesia. It has an official Instagram account with the username @oreo_indonesia. In January 2023, Oreo collaborated with the popular South Korean girl group Blackpink to launch a collaboration product named "Oreo x Blackpink." For the first time in 2023, Oreo collaborates with artists from South Korea to create new product variants. Collaboration with famous societal figures is a strategy for building a brand image. A brand image, a perception in an individual's mind, can be formed if what they see attracts their attention and can always be remembered by them (Laksono & Suryadi, 2020).

Since collaborating with Blackpink, Oreo's Instagram social media has also changed its feed to "Oreo x Blackpink" (Figure 1). They chose content to share by showing black and pink colors and uploading videos and photos of Blackpink members. Also, to show that Oreo is collaborating with Blackpink, Oreo is providing an exclusive limited-edition box containing photocards belonging to Blackpink members for limited sale. Blackpink fans in Indonesia enthusiastically welcomed this collaboration between Oreo and Blackpink.

A giveaway is an event where free prizes or products are distributed to the public (Puspitarini & Nuraeni, 2019). Companies generally organize giveaways to attract the public's attention and encourage them to engage with the brand. Typically, giveaways involve asking the audience to perform specific actions based on predetermined conditions. Lucky participants stand a chance to win prizes such as albums, light sticks, t-

shirts, tote bags, and other official merchandise from Blackpink.

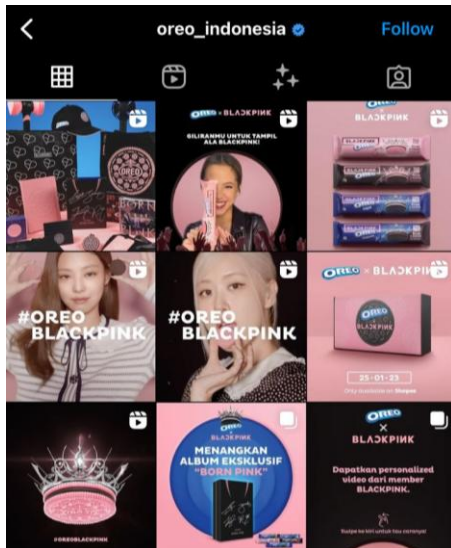


Figure 1. Feeds Instagram @oreo_indonesia
Source: @oreo_indonesia (2023)

Oreo conducts giveaways regularly on its official Instagram page. On January 20, 2023, Oreo posted a giveaway content (Figure 2) inviting the audience to participate. The post features persuasive language, the brand's signature black color, and the pink color associated with Blackpink. Additionally, the post showcases official merchandise from Blackpink and a limited-edition album signed by each group member. The terms and conditions for entering the giveaway are straightforward and easy to understand.



Figure 2. @oreo_indonesia Giveaway Content Post

Source: @oreo_indonesia (January 20, 2023)

Oreo collaborates with the K-pop sensation Blackpink by sharing content focusing on giveaways and greetings from Blackpink personnel. This collaboration has resulted in many positive comments, with many Instagram followers expressing their desire for Oreo to collaborate with other K-pop artists (Figure 3).



Figure 3. Comment Request Content Giveaway @oreo_indonesia
Source: @oreo_indonesia (January 30, 2023)

Oreo and Blackpink have collaborated to expand Oreo's market to K-pop fans, especially Blackpink followers. The company hopes to improve its brand image by carrying out attractive activities. Researchers are interested in knowing whether there is a relationship between giveaway content and brand image from the perspective of Instagram followers of the account @oreo_indonesia. The giveaway content studied was content shared from March to May 2023.

LITERATURE REVIEW

The likelihood elaboration theory, a pivotal concept in this research, provides valuable insights into the formation of individual attitudes. Whether enduring or transient, these attitudes are influenced by how an individual processes messages (Perbawaningsih, 2012). The theory introduces two primary message processing routes: central and peripheral, each with implications for attitude formation. The central route is chosen by motivated individuals who wish to delve deeper into information, leading to more enduring changes in attitude. On the other hand, the peripheral route is a shortcut method where individuals accept or reject a message without extensive thought, resulting in temporary changes in attitude.

In short, this model explains how people form attitudes temporarily or permanently depending on how they process the messages they receive. A permanent attitude is created when the message is received, and the recipient is motivated and has the ability and the opportunity to elaborate on the content of the message. Temporary attitudes may form when motivation, ability, and opportunity to elaborate persuasive messages are low or non-existent. This theory shows how an individual can be influenced by a message if the individual is genuinely interested in and understands the message's content. In the Elaboration Likelihood Model, a message can take two routes. If an individual engages with the message and understands its content, it is said to have gone through the central route. On the other hand, if the individual merely acknowledges the message without comprehending it, the message is said to have gone through the peripheral route.

Meanwhile, what is meant by content in this research is a core, type, or unit of digital information, which can be in the

form of text, images, graphics, video, sound, documents, reports, and the like (Simarmata, 2011). Content creators often distribute their content on social media platforms such as YouTube, Instagram, Facebook, and TikTok (Alyatalathaf, 2022). Conceptually, content is aimed at a product or service that integrates the concepts of images, graphics, text, data, sound, and others whose aim is to gain profits through innovation, creativity, and Intellectual Copyright (Sugiono, 2020). Content plays a crucial role in marketing strategies for product promotion (Chairina, 2020). It is meticulously planned and crafted to captivate and convert the audience into consumers. Essentially, content is disseminated to introduce products to potential buyers, making it a key element in marketing campaigns.

Brand image encompasses all associations linked to a brand, often tied to physical and psychological factors. The brand image guides consumers to assess products when their knowledge is limited (Putri & Roslina, 2023). It is formed in consumer memory through a combination of beliefs and perceptions. This understanding of brand image is further enhanced by its three components:

- 1) Corporate image (maker's image) is a set of associations that consumers consider regarding the use of a good or service,
- 2) User image (user image) is a set of associations formed from consumer perceptions related to the use of a product or service,
- 3) Product image is a set of associations consumers believe regarding their perception of a product or service.

The study on Ganjar Pranowo's personal branding through his YouTube channel examines audience reception using Stuart Hall's reception analysis theory, categorizing interpretations into dominant hegemonic, negotiated, and oppositional

positions. Out of ten informants from Central Java, nine aligned with the dominant hegemonic position, positively accepting Ganjar's branding, while one took a negotiated stance. No oppositional attitudes were found, indicating strong acceptance of Ganjar's image as a modern and relatable leader (Trianto & Asse, 2022). Meanwhile, research focusing on PT. Java Festival Production (JFP) investigates the company's digital promotion strategies to maintain brand equity during the new normal brought on by the COVID-19 pandemic. Employing a SWOT analysis, findings reveal that JFP effectively implements digital marketing strategies through three main stages: strategy formulation, implementation, and evaluation. This underscores the necessity of adapting promotional tactics to digital platforms in response to shifting consumer behaviors and a competitive landscape (Yatna & Hereyah, 2022). In another article, the marketing strategy of Chiclin, a Taiwanese snack franchise, is explored through its use of social media to engage with the millennial demographic. Utilizing narrative analysis, the research highlights the cultural significance of snacking among young people in Indonesia. Findings suggest that Chiclin effectively leverages social media to foster community engagement and drive sales, positioning itself successfully within a competitive market (Tarigan & Rosdiana, 2022). Similar research by Octaviana & Susilo (2021) also confirms that social media content greatly influences brand image. Furthermore, a study conducted by Purba, Yulianita, Yuliaty, Putri, and Ruliana (2021) found that exposure to Greener Day publications on Instagram @starbucksindonesia and word of mouth significantly affects the brand image of Starbucks Indonesia. Based on these studies, the researcher aims to test the hypothesis that the Blackpink merchandise giveaway content on the official Instagram @oreo_indonesia

influences Oreo's brand image. These studies collectively contribute valuable insights into the dynamics of branding and marketing in contemporary contexts.

METHOD

This research used a quantitative approach with explanatory survey methods. An explanatory survey is a survey that can be used to determine conditions that can occur or that can influence the occurrence of something (Kriyantono, 2014). According to Morissan (2017), explanatory surveys provide elaborations, explanations, and reasons in the form of cause-effect relationships or an influence of each variable.

This research was conducted from April to June 2023 for three months. The study population comprised 98,300 followers of the Instagram account @oreo_indonesia as of March 31, 2023. Using the Slovin formula, the number of samples selected for this research was 100 respondents, chosen through purposive sampling. The respondents were selected based on the criteria of being followers of the Instagram account @oreo_indonesia, aged between 15 to 26 years, and those who had liked the Blackpink merchandise giveaway post uploaded on January 20, 2023.

The scale used to measure variables is Likert, with four answer choices without hesitant or neutral answers. After ensuring the validity and reliability of the research instrument, the overall mean score was calculated to determine the indicators that respondents approved the most. Next, a correlation coefficient test was conducted to measure the influence of the independent variable on the dependent variable. Meanwhile, the coefficient of determination test was used to assess the impact of the giveaway content variable on the brand image variable. A simple linear regression test determined the strength and influence

between variables. Finally, a t-test was performed to assess the impact of giveaway content variables on Oreo's brand image.

RESULTS AND DISCUSSION

The two variables tested in this research are variable X, giveaway content, and variable Y, brand image. Three indicators measure the giveaway content variable: poster visuals, content concept, and language. Meanwhile, the indicators for variable Y are strength, favorability, and uniqueness.

The study included respondents with the following profile: 68% of respondents were between 21 and 23 years old, most of them had a tertiary education background (66%), 74% of the total respondents were students, and 56% had expenses ranging from IDR 1,000,000 to IDR 5,000,000 per month. Regarding the respondents' social media habits, 93% had been using Instagram for over two years, with 53% spending 2 to 4 hours daily on the app. This study's findings align with the We Are Social research results, which showed that most internet users spend 60 to 180 minutes daily on social media (Annur, 2022). Since its launch in 2010, Instagram has garnered over 400 million active users across the globe. Indonesia has the highest number of Instagram users, with 89% of users aged between 18 and 34 (Paul Webster in Mailanto, 2016).

Table 1 calculated the overall mean score for the giveaway content variable on the poster visual indicators. The statement with the lowest mean score is: "Oreo giveaway content uses words that direct the audience to participate in," "colors used in images of merchandise giveaway content represents Blackpink's collaboration with Oreo, namely blue and pink," as well as "the words 'Win an Exclusive Album' in the content image showing the grand prize of a limited edition signed album." The findings

of this research are that the content displayed needs to be fully paid attention to by respondents, causing most respondents to disagree. Meanwhile, the statement with the highest mean score is the statement about "the giveaway content owned by @oreo_indonesia displays images of Blackpink merchandise featuring the Oreo x Blackpink collaboration." According to Simarmata (2011), content is a unit of digital information in the form of text, images, graphics, or other forms, which, in the context of this research, is the statement with the highest mean score for content that displays collaborative images that display merchandise images. The pictures chosen in the content attract respondents to see and be interested in the content so that they get the most attention. The visual image that most attracts respondents' attention is the image of Blackpink merchandise, which will be the prize in the giveaway event.

Table 1. Overall Mean Score of Visual Poster Indicator in Content Giveaway Variable

Statement	Mean	Conclusion
Content displays images of Blackpink merchandise	3,75	Agree
Content using words that direct the audience to participate in the giveaway	3,62	Agree
The colors used represent the collaboration between Blackpink and Oreo	3,62	Agree
Content displays the grand prize of a limited edition signed album	3,62	Agree
Overall Mean Score	3,65	Agree

Source: Results Processed by Researchers (2023)

The statement with the lowest mean score in the content concept indicator is "Giving Blackpink merchandise giveaway prizes makes me interested in the content." In contrast, the statement with the highest mean score is "the content shows collaboration

products, giveaway prizes, and the words in content that displays images so that it invites the audience to participate" (Table 2). Based on these results, respondents were not entirely interested in taking part in the giveaway even though they knew about the content of this giveaway. Meanwhile, most respondents admitted that using products, prizes, and persuasive language could encourage their participation in the giveaway. Engaging content that combined images, graphics, and clear and easy-to-understand text had more success in attracting respondents' attention. Respondents preferred content that clearly showed the prizes, opportunities for collaboration, and easy-to-understand language.

Table 2. Overall Mean Score of Concept Indicator in Content Giveaway Variable

Statement	Mean	Conclusion
The Oreo product packaging colors the content is pink, black, and blue	3,64	Agree
The content features the Oreo logo and crown	3,60	Agree
Oreo is giving giveaway prizes of Blackpink merchandise	3,59	Agree
The content shows collaboration products, giveaway prizes, and words that invite the audience to participate	3,65	Agree
Overall Mean Score	3,62	Agree

Source: Results Processed by Researchers (2023)

The final indicator of the giveaway content variable is language use (Table 3). The statement with the lowest mean score is "the content poster provides clear information regarding the total number of 500 winners drawn every week". Meanwhile, the statement with the highest mean score is "the statements 'Win an Exclusive Album' and 'Get Exclusive Merchandise' provide information about the giveaway." According

to the calculations, not all respondents use slides on Instagram posts to view content. The second slide contains the words that describe the number of winners. Therefore, it is understandable that many respondents stated that they did not know the total number of winners drawn each week. The giveaway was successful due to the explicit descriptions of the prizes - 'Win an Exclusive Album' and 'Get Exclusive Merchandise.' The clarity of each word contained in the content is essential so that the content can be understood well by the audience and that the highlighted words significantly influence the respondents' interests.

Table 3. Overall Mean Score of Language Indicator in Content Giveaway Variable

Statement	Mean	Conclusion
The statements "Win an exclusive album" and "Get Exclusive Merchandise" provide information about the giveaway	3,60	Agree
The word 'Exclusive' means that the gift is a limited-edition product	3,58	Agree
content displays the album "Born Pink" as the main prize of the giveaway	3,57	Agree
The content poster provides precise information regarding the total number of winners	3,41	Agree
Overall Mean Score	3,53	Agree

Source: Results Processed by Researchers (2023)

Next, calculating the overall mean score of the brand image variable on the strength indicator (Table 4), the statement "Oreo has a distinctive cookie color so that the appearance of a black cookie and white jam is Oreo" is the statement with the lowest mean score. Meanwhile, the statement with the highest mean score is that "Oreo's 'spun, licked, dipped' slogan makes it easy to remember and recognize the brand." These

results concluded that not all respondents believed that black cookies were Oreos because many were black and sold in different brands on the market. Apart from that, the slogan 'spin it, lick it, dip it' is iconic, so it is easy to remember, and the audience can easily recognize Oreos. This slogan becomes consumer knowledge so that when consumers hear 'spun, licked, dipped,' Oreo becomes the brand in consumers' minds.

In the favorable indicator of the brand image variable (Table 5), the statement with the lowest mean score is "Oreo often involves its consumers in organized activities such as giveaway events, Instagram quizzes, or other events." Meanwhile, the statement with the highest mean score is "Oreos are available everywhere." Based on the overall mean score, Oreo's giveaway activities and Instagram quizzes are not frequently advertised, resulting in a lack of awareness among its followers. Meanwhile, Oreo cookies are easily accessible; everybody can find them in grocery stores and supermarkets. Therefore, one of the conclusions in this research is that respondents believe that Oreo is a brand that everybody can conveniently find anywhere.

Table 4. Overall Mean Score of Strength Indicator in Brand Image Variable

Statement	Mean	Conclusion
Oreo is a brand that all ages can enjoy	3,72	Agree
Oreo is the brand of choice for light snacks in the form of cookies	3,62	Agree
Oreos have a jam filling that goes great with the cookies	3,65	Agree
Oreo has an eye-catching logo, so it is easy to recognize	3,67	Agree
Oreo has distinctive packaging, namely blue	3,70	Agree
Oreos have a distinctive cookie color that gives the appearance of a	3,54	Agree

black-and-white jam cookie		
The slogan 'Spun, Licked, Dipped' makes Oreo easy to remember and recognize	3,74	Agree
Overall Mean Score	3,66	Agree

Source: Results Processed by Researchers (2023)

Table 5. Overall Mean Score of Favorable Indicator in Brand Image Variable

Statement	Mean	Conclusion
Oreos are also sold outside of Indonesia	3,62	Agree
Oreos can be bought at grocery stores and supermarkets	3,71	Agree
Oreos have been produced since 1995	3,65	Agree
Oreo packaging explains the taste and nutritional content	3,55	Agree
Oreo often involves its consumers in giveaway activities, Instagram quizzes, or other events	3,47	Agree
Oreo has product variants such as wafers, soft cakes, cereals, and cookies	3,65	Agree
Overall Mean Score	3,60	Agree

Source: Results Processed by Researchers (2023)

According to Table 6, the statement with the lowest mean score in the uniqueness indicator of the brand image variable is "Oreo's social media always updates the latest products and campaigns via Instagram stories or post feeds." This statement suggests that only a few respondents know that Oreo's social media actively posts products or events in feeds, posts, or their profiles. On the other hand, the statement with the highest mean score is "Oreo has unique flavors such as ice cream, red velvet, and birthday cake flavor." This finding concludes that many respondents agreed that Oreo flavors are varied and diverse. This respondent's confession aligns with IDN Times' statement that some Oreo flavors have

unique and unusual tastes, making them worth trying (Angie, 2017).

Table 6. Overall Mean Score of Uniqueness Indicator in Brand Image Variable

Statement	Mean	Conclusion
Oreo has unique flavors such as ice cream, red velvet, and birthday cake	3,71	Agree
Oreo often creates collaboration products such as with Blackpink, Supreme, Pokémon, and Lady Gaga	3,60	Agree
Oreo always updates the latest products and campaigns via Instagram stories or feed posts	3,58	Agree
Oreo is a dynamic brand	3,60	Agree
Oreo x Blackpink has a distinctive area, namely pink and black or blue, featuring the Blackpink member logo or photo	3,60	Agree
The addition of a crown to the original Oreo logo marks the Oreo x Blackpink collaboration	3,62	Agree
The Oreo x Blackpink collaboration product has black jam pink cookies or pink jam black cookies, which are attractive to try	3,62	Agree
Oreo's collaboration with Blackpink provides a new image for Oreo	3,61	Agree
Overall Mean Score	3,61	Agree

Source: Results Processed by Researchers (2023)

Within the giveaway content variable, it is crucial to note that the language indicator, with a mean score of 3.41, received the lowest rating, while the visual poster indicator, with a mean score of 3.75, garnered the highest. These findings emphasize that while respondents may not assign significant importance to the language used in social media content, they pay more attention to visual posters. This respondent's attention underscores the pivotal role of visual elements, such as posters, in capturing and

retaining audience attention, thereby highlighting the importance of corporates' role as visual content creators.

Meanwhile, for the brand image variable, the statement with the lowest mean score is on the favorable indicator, 3.47, while the statement with the highest mean score is on the strength indicator, 3.74. Based on the findings of these calculations, more than engaging consumers in activities like giveaways or Instagram quizzes is needed to establish a brand image. On the other hand, brand image can be enhanced through advertisements that are directly visible to the consumers (Kotler et al., 2023). Therefore, if it is related to this opinion, it is unsurprising that the Oreo slogan has a greater chance of forming a brand image. Slogans that are repeated continuously and promoted through consistent advertising ultimately become the most influential factors in shaping Oreo's brand image.

Based on the results of calculating the overall mean score above, the giveaway content carried out by Oreo has succeeded in influencing the Oreo brand image because respondents who are followers of Instagram @oreo_indonesia and know about Oreo's collaboration with Blackpink see the brand and hold positive beliefs or views about Oreos. Brand image is formed from perceptions and beliefs that exist in the minds or memories of consumers (Kotler et al., 2023). With a brand image, a brand can become at the top of the audience's minds when they see something that describes the brand. In the context of this research, when the audience sees the visual poster shared by Oreo on Instagram, they immediately know that the content is Oreo merchandise giveaway content. Apart from that, Oreo's slogan also has the power to shape the brand image in the public's minds. What the public thinks reiterates the importance of corporate work in shaping consumer beliefs and perceptions through brand image.

Table 7. Correlation Coefficient Test

Correlations			
		Giveaway_Content	Brand_Image
Giveaway_Content	Pearson Correlation	1	.887**
	Sig. (2-tailed)		.000
	N	100	100
Brand_Image	Pearson Correlation	.887**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to the Correlation Coefficient test results presented in Table 7, the giveaway content and brand image variables are strongly correlated, with a significance value of 0.000. The researchers also conducted a correlation analysis, which resulted in a correlation value of 0.887, indicating a substantial influence (88.7%) of the Blackpink merchandise giveaway content on the Oreo brand image.

The results of the correlation coefficient test are consistent with those of the coefficient of determination test, as shown in Table 8. The correlation value in this study is 0.887, and there is an R square value of 0.787, indicating that 78.7% of the influence on brand image can be attributed to the giveaway content.

Table 8. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 ^a	.787	.785	2.738

a. Predictors: (Constant), Xtotal
b. Dependent Variable: Ytotal

In the simple linear regression test, if the results of the significance value are less than 0.05, then the independent variable affects the dependent variable. Because the simple linear regression test results get a significance value of $0.000 < 0.05$ (Table 9), then the alternative hypothesis (H_a) is accepted, meaning the giveaway content variable (X) affects the brand image (Y). The simple linear regression calculations reveal some positive aspects. The constant value of a is 12.801, indicating a consistent value of

the participation variable. The continuous value of b is 1.357, suggesting that for every 1% increase in the use value of giveaway content, the participation value increases by 1.357. This positive regression coefficient signifies a positive influence of the giveaway content (X) on the brand image (Y), a promising outcome. The equation based on the results of simple linear regression calculations is:

$$Y = a + bX$$

$$Y = 12,801 + 1,357X$$

Table 9. Simple Linear Regression Test

ANOVA ^a					
		df			
1	Regression	2716.795	1	2716.795	362.281
	Residual	734.915	98	7.499	
	Total	3451.710	99		

a. Dependent Variable: Ytotal

b. Predictors: (Constant), Xtotal

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	12.801	3.344	3.829	.000
	Xtotal	1.357	.071	.887	.000

a. Dependent Variable: Ytotal

After conducting a t-test with a significance level of 0.05 ($\alpha=5\%$), the resulting calculation shows that the t-table value is 1.985, and the calculated t-value is 19,034.

The t-table can be calculated using the formula:

t-table : $(\alpha/2 ; n-k-1)$
 : $(0,05/2 ; 100-2-1)$
 : $(0,025 ; 97)$
 : 97 (continue by looking at the t-table)

Since the computed t value is greater than the t table value ($19,034 > 1.985$), we can confidently reject the null hypothesis. Our findings suggest that Blackpink merchandise giveaway content does indeed have an impact on Oreo's brand image.

The correlation coefficient test resulted in the calculation that the level of

relationship between the giveaway content variable and the brand image variable was 0.887, which means the relationship between variables X and Y is firm. Meanwhile, the results of testing the coefficient of determination in this study were 0.787, which also means that the giveaway content influences the Oreo brand image by 78.7%. Meanwhile, the simple linear regression test produces a constant value of 12.801 and a constant value of b of 1.357, which means that the participation value increases by 1.357 with a positive value so that the direction of the influence of variable X on Y is positive. Calculations using simple linear regression also align with the results of the correlation coefficient and determination tests, so this research produces consistent research findings. The t-test result, a crucial statistical measure, was 19,034, significantly higher than the t-table value of 1.985. This calculation provides strong evidence supporting the alternative hypothesis, which posits that the Blackpink merchandise giveaway content significantly impacts the Oreo brand image. The substantial difference between the t-test result and the t-table value underscores the validity of this hypothesis.

Based on the statistical calculations performed, Oreo's giveaway campaign has engaged the audience and improved the brand's image. This finding aligns with the Elaboration Likelihood Model, which states a close relationship between the message conveyed and changes in the audience's attitudes or perspective (Littlejohn & Karen, 2008). The Elaboration Likelihood Model, which focuses on persuasive communication, explains that the audience encounters two routes when receiving a message: the central and peripheral. The findings in this research are classified into the central route because the message conveyed by Oreo in the giveaway content strongly influenced Oreo's brand image. Respondents know the brand's strengths, advantages, and uniqueness based

on the messages they receive so that their views or beliefs can persist in the long term. Apart from that, the giveaway content shared by Oreo uses language that invites the audience to create a sense of interest in seeing more about the collaboration and the Oreo brand. The content concept implemented by Oreo also successfully attracted the audience's attention.

The visual poster, with a score of 3.75, displays images of collaborations and giveaway prizes, providing evidence that respondents are interested in the content, thus giving a positive view of the Oreo brand. Content visualization that displays the logo from the collaboration carried out by Oreo with Blackpink, namely the crown symbol, the colors of the poster showing pink and blue, prizes from merchandise, as well as words that invite audience participation show that the content has succeeded in attracting the attention of Oreo's Instagram followers. Apart from that, quoted from MediaIndonesia.com (2021), Indonesian people have the characteristic that they like promotions such as discounts, cashback, and other forms of promotions that encourage posts about giveaway merchandise distributed by Oreo, which can have a powerful influence on brand image. Oreo because the giveaway provides free items to people who participate.

CONCLUSION

Based on this research's results, the findings are that the content of the Blackpink merchandise giveaway influences the Oreo brand image. The relationship obtained is solid and has a positive influence direction, which means that if the giveaway content increases, the brand image will also increase positively.

Apart from that, the visual poster indicator is the indicator that has the most significant influence compared to the other

two indicators on the giveaway content variable. Therefore, the giveaway content shared by Oreo needs to implement attractive poster visual indicators to produce a successful, positive brand image. If related to the Elaboration Likelihood Model theory, there is a close connection between persuasive communication and a person's acceptance of the message conveyed. The central route is the route in this research where respondents actively and critically view the content by analyzing the giveaway merchandise content found on Instagram @oreo_indonesia so that a positive and robust Oreo brand image emerges in the minds of the audience by knowing the strengths, advantages, and uniqueness of the brand. Furthermore, this belief and perception of the brand image will last for a long time in the minds of consumers.

Regarding the strength indicators of brand image, researchers found that the slogan 'played, licked, dipped' was the strongest indicator in this research. Therefore, Oreo can always include this slogan in every activity or event involving consumers so that they always remember and quickly recognize the brand at the next event.

In giveaway content, Oreo always tries to involve the audience through persuasive communication, and this involvement has a powerful influence on Oreo's brand image. Therefore, in the future, Oreo can create content on social media that provides the audience with the opportunity to participate and further strengthen Oreo's brand image.

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