

ABSTRACT

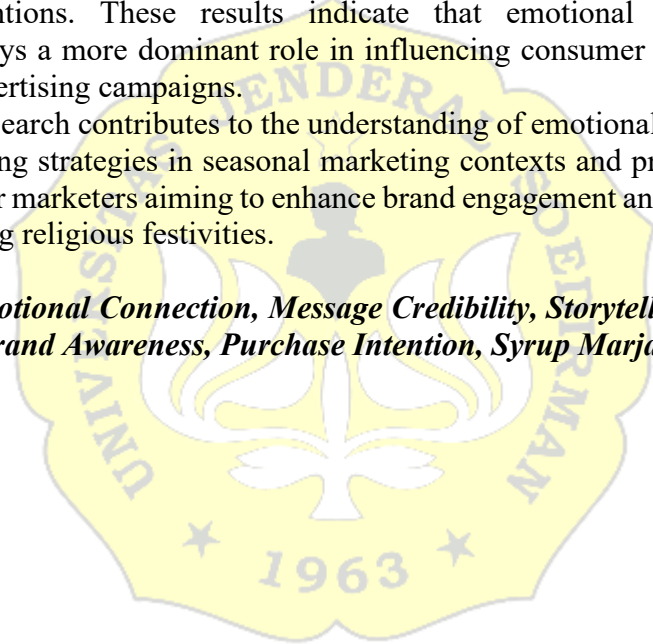
This study aims to examine the influence of emotional connection and perceived message credibility in Ramadhan-themed storytelling advertisements on brand awareness and purchase intention, using Syrup Marjan as the case study. The research highlights how emotionally engaging narratives and credible advertising messages during the holy month can affect consumer responses.

A quantitative approach was employed, with data collected from 118 respondents who had seen Syrup Marjan's Ramadhan advertisement. The data were analyzed using multiple regression analysis with SPSS 29 software to assess the relationships between the variables.

The findings reveal that emotional connection has a significant effect on both brand awareness and purchase intention. In contrast, perceived message credibility significantly influences brand awareness but does not directly affect purchase intentions. These results indicate that emotional engagement in storytelling plays a more dominant role in influencing consumer behavior during Ramadhan advertising campaigns.

This research contributes to the understanding of emotional and credibility-based advertising strategies in seasonal marketing contexts and provides practical implications for marketers aiming to enhance brand engagement and drive purchase decisions during religious festivities.

Keywords: Emotional Connection, Message Credibility, Storytelling, Ramadhan Advertising, Brand Awareness, Purchase Intention, Syrup Marjan



ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh emotional connection dan perceived message credibility dalam iklan storytelling bertema Ramadhan terhadap brand awareness dan purchase intention, dengan objek studi pada produk Syrup Marjan. Penelitian ini menyoroti bagaimana narasi yang menyentuh secara emosional serta pesan iklan yang dianggap kredibel selama bulan suci Ramadhan dapat memengaruhi respons konsumen.

Pendekatan kuantitatif digunakan dalam penelitian ini, dengan pengumpulan data melalui survei terhadap 118 responden yang telah melihat iklan Ramadhan dari Syrup Marjan. Data yang diperoleh dianalisis menggunakan analisis regresi linier berganda dengan bantuan perangkat lunak SPSS 29 untuk menguji hubungan antar variabel.

Hasil penelitian menunjukkan bahwa emotional connection berpengaruh signifikan terhadap brand awareness dan purchase intention. Sementara itu, perceived message credibility berpengaruh signifikan terhadap brand awareness, namun tidak berpengaruh secara langsung terhadap purchase intention. Temuan ini mengindikasikan bahwa keterlibatan emosional melalui storytelling memainkan peran yang lebih dominan dalam memengaruhi perilaku konsumen pada kampanye iklan selama bulan Ramadhan.

Penelitian ini memberikan kontribusi terhadap pemahaman strategi periklanan berbasis emosi dan kredibilitas dalam konteks pemasaran musiman, serta menawarkan implikasi praktis bagi pemasar dalam meningkatkan keterikatan konsumen terhadap merek dan mendorong keputusan pembelian selama momentum keagamaan.

Kata Kunci: Emotional Connection, Message Credibility, Storytelling, Iklan Ramadhan, Brand Awareness, Purchase Intention, Syrup Marjan