

Pengaruh Clash of Champions Terhadap Brand Awareness Ruangguru (Pada Komunitas X Academy & Clash of Champions)

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ABSTRAK

Pendekatan IMC menjadi salah satu strategi pemasaran yang seringkali dilakukan dengan memadukan berbagai fungsi pemasaran mulai dari *advertising*, *personal selling*, *sales promotion*, *public relations*, dan *direct marketing*. Ruangguru sebagai perusahaan *startup Edutech* melakukan strategi pemasaran melalui program *Clash of Champions*. Penelitian ini bertujuan untuk menganalisis pengaruh *Clash of Champions* menggunakan teori *Integrated Marketing Communication*. Dalam penelitian ini, IMC diukur melalui lima variabel utama: *advertising*, *direct & digital marketing*, *personal selling*, *sales promotion*, serta *public relations*. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan populasi anggota komunitas *X Academy & Clash of Champions*. Sampel sebanyak 100 responden ditentukan melalui rumus Slovin, dengan pengukuran skala likert 1-5. Hasil uji korelasi menunjukkan terdapat pengaruh antara variabel (X) dengan variabel (Y) sebesar 0,510 dengan presentase pengaruh sebesar 51% terhadap variabel *brand awareness* (Y), sedangkan sisanya 49% dipengaruhi oleh variabel lain yang tidak ada dalam penelitian ini. Penelitian ini menemukan bahwa variabel *advertising* pada program *Clash of Champions* tidak berpengaruh signifikan terhadap *brand awareness* Ruangguru.

Kata Kunci: *Integrated Marketing Communication*, *Brand Awareness*, *Ruangguru*, *Clash of Champions*

The Impact of Clash of Champions on Ruangguru's Brand Awareness (Among the X Academy & Clash of Champions Communities)

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ABSTRACT

The IMC approach is a marketing strategy that often combines various marketing functions, ranging from advertising, personal selling, sales promotion, public relations, and direct marketing. Ruangguru, as an Edutech startup company, implemented a marketing strategy through the Clash of Champions program. This study aims to analyze the impact of Clash of Champions using the Integrated Marketing Communication theory. In this study, IMC is measured through five main variables: advertising, direct & digital marketing, personal selling, sales promotion, and public relations. The method used in this study is quantitative with a population of X Academy & Clash of Champions community members. A sample of 100 respondents was determined using the Slovin formula, with a 1-5 Likert scale measurement. The correlation test results show that there is an influence between variable (X) and variable (Y) of 0.510 with an influence percentage of 51% on the brand awareness variable (Y), while the remaining 49% is influenced by other variables not included in this study. This study found that the advertising variable in the Clash of Champions program did not have a significant effect on Ruangguru's brand awareness.

Keyword : Integrated Marketing Communication, Brand Awareness, Ruangguru, Clash of Champions