

ABSTRACT

Television is one of the media in the form of audio and visual which is used as an advertising medium. One company that uses television as an advertising medium is Shopee to promote an advertisement, namely Shopee birthday sale 12.12 by collaborating with one of the South Korean girl groups Blackpink. The purpose of this study was to determine whether there was any influence on the exposure of Shopee Version 12.12 Blackpink Television advertisement on brand image and to find out how much influence the Shopee Television adverts on Birthday Sale Version 12.12 Blackpink on brand image. This study used a quantitative method using descriptive analysis by distributing questionnaires to 400 respondents who had watched advertisements Shopee birthday sale 12.12 Blackpink. The results of the study showed that the respondent's response to the advertising exposure variable was 75.39% and the brand image variable was 79.17%. From the count of the coefficient of determination the results were 23.4% as a result of exposure to television advertising Shopee birthday sale 12.12 Blackpink to brand image. It can be concluded that the advertisement for Shopee birthday sale 12.12 Blackpink has an influence on the Shopee brand image.

Keywords: *Television, exposure to advertising, brand image*