

ABSTRACT

Today's technology can change various things, one of which is the increasing way of disseminating information in the digital era to influence society. Es Teh Indonesia became a company that was discussed because of many complaints about the products sold being too sweet, resulting in a letter of summons given by Es Teh Indonesia to one of the consumers on Twitter so that Es Teh Indonesia made an innovation regarding sugar level for beverage products made and spread awareness through the "Fresh Without Worry" campaign by conducting a convoy with Gojek drivers. This study aims to determine whether there is an influence between and how much influence the "Fresh Without Worry" Campaign has on the brand image of Es Teh Indonesia. The method used in this study was quantitative descriptive with purposive sampling techniques to 96 respondents online via Google form. This research uses quantitative methods with descriptive data analysis techniques, normality tests, determination coefficient tests, correlation tests, regression tests, and hypothesis tests. The results of this study show that the influence of the "Fresh Without Worry" Campaign on the brand image of Es Teh Indonesia, evidenced by the T-test which shows $t_{hitung} > t_{tabel}$ with a value of $10.008 > 1.689$ means that H_0 is rejected and H_1 is accepted. The value of the coefficient of determination shows that the campaign variable has a total influence of 51.6% on the brand image of Es Teh Indonesia, while the remaining 48.4% is caused by other factors that were not studied in this study.

Keywords: Brand image, Campaign, Es Teh Indonesia.