

ABSTRAK

Hestia Nur Hidayah. 2026. Pengaruh *Green Advertising* dan *Experiential Marketing* di Instagram Terhadap *Brand Image* Bank Syariah Indonesia Studi Pada Iklan Tukar Botolmu Dengan Uang. Skripsi, Program Studi Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing: Difi Dahliana S.E.I., M.E.I dan M. Yulian Ma'lum L.c., M.M

Kata Kunci: *Green Advertising, Experiential Marketing, Brand Image.*

Perkembangan media sosial sebagai sarana pemasaran digital mendorong perusahaan untuk menerapkan strategi komunikasi yang inovatif dalam membangun dan memperkuat citra merek. Salah satu strategi yang banyak digunakan adalah green advertising dan experiential marketing. Penelitian ini bertujuan untuk mengetahui pengaruh green advertising dan experiential marketing terhadap brand image Bank Syariah Indonesia (BSI) pada iklan “Tukar Botolmu dengan Uang” yang dipublikasikan melalui Instagram.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 99 responden yang pernah melihat iklan tersebut. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji F, uji t, dan koefisien determinasi dengan bantuan SPSS versi 25.

Hasil penelitian menunjukkan bahwa secara simultan green advertising dan experiential marketing berpengaruh signifikan terhadap brand image dengan nilai Fhitung sebesar 42,098 dan signifikansi 0,000. Secara parsial, green advertising berpengaruh positif dan signifikan terhadap brand image (thitung = 2,339; sig. = 0,021), sedangkan experiential marketing berpengaruh positif dan signifikan terhadap brand image (thitung = 4,744; sig. = 0,000). Nilai koefisien determinasi (R^2) sebesar 0,467 menunjukkan bahwa 46,7% variasi brand image dapat dijelaskan oleh kedua variabel tersebut. Variabel yang paling dominan memengaruhi brand image adalah experiential marketing dengan nilai Beta sebesar 0,492. Penelitian ini menyimpulkan bahwa green advertising dan experiential marketing mampu meningkatkan brand image Bank Syariah Indonesia melalui media Instagram.

ABSTRACT

Hestia Nur Hidayah. 2026. The Influence of Green Advertising and Experiential Marketing on the Brand Image of Bank Syariah Indonesia on Instagram: A Study of the “Exchange Your Bottles for Money” Advertisement. Thesis, Islamic Banking Study Program, Faculty of Islamic Economics and Business. Advisors: Difi Dahliana, S.E.I., M.E.I. and M. Yulian Ma’lum, Lc., M.M.

Keywords: Green Advertising, Experiential Marketing, Brand Image.

The rapid development of social media as a digital marketing platform has encouraged companies to implement innovative communication strategies to build and strengthen their brand image. Among the strategies widely adopted are green advertising and experiential marketing. This study aimed to examine the influence of green advertising and experiential marketing on the brand image of Bank Syariah Indonesia (BSI) through the “Exchange Your Bottles for Money” advertisement on Instagram.

This study employed a quantitative approach using a survey method. The sample consisted of 99 respondents who had viewed the advertisement. Data were collected through questionnaires and analyzed using validity, reliability, classical assumption, multiple linear regression, F-test, t-test, and coefficient of determination analyses with SPSS version 25.

The results revealed that green advertising and experiential marketing simultaneously had a significant effect on brand image, with an F-value of 42.098 and a significance level of 0.000. Partially, green advertising had a positive and significant effect on brand image ($t = 2.339$; $\text{sig.} = 0.021$), while experiential marketing also had a positive and significant effect ($t = 4.744$; $\text{sig.} = 0.000$). The coefficient of determination (R^2) was 0.467, indicating that 46.7% of the variation in brand image could be explained by both variables. Experiential marketing was the most dominant variable, with a Beta coefficient of 0.492. Therefore, both strategies contribute to enhancing BSI’s brand image through Instagram.