

**HUBUNGAN IDENTITAS SOSIAL ANGGOTA MUHAMMADIYAH
DENGAN *BRAND IMAGE* PRODUK *FOOD AND BEVERAGE*
TERAFILIASI ISRAEL**

SKRIPSI

**Diajukan Untuk Memenuhi Salah Satu Syarat Untuk Mendapatkan
Gelar Sarjana Psikologi**



REGINA YUNITA FITRI

2110323026

**Dosen Pembimbing:
Tri Rahayuningsih, S.Psi., MA
Nelia Afriyeni, S.Psi., MA**

**PROGRAM STUDI PSIKOLOGI PROGRAM SARJANA
FAKULTAS KEDOKTERAN
UNIVERSITAS ANDALAS
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**THE RELATIONSHIP BETWEEN SOCIAL IDENTITY OF THE
MUHAMMADIYAH MEMBERS WITH THE BRAND IMAGE OF FOOD
AND BEVERAGE BRANDS THAT ARE AFFILIATED WITH ISRAEL**

Regina Yunita Fitri¹⁾, Tri Rahayuningsih²⁾, Nelia Afriyeni³⁾, Lala Septiani
Sembiring⁴⁾, Puji Gufron Rhodes⁵⁾

¹⁾ Psychology Student, Faculty of Medicine, Universitas Andalas,
²⁾²⁾²⁾²⁾ Department of Psychology, Faculty of Medicine, Universitas Andalas
yunitafitriregina@gmail.com

ABSTRACT

Currently, the boycott campaign against products that are affiliated with Israel are on the rise in many social media platforms such as X, Facebook, Instagram and YouTube. This boycott campaign has contributed to the decline of the brand image of the products that are affiliated with Israel, this can be seen most within the food and beverage sector in Muslim majority countries, which is shown in the Muslim member Muhammadiyah Padang City. One of the factors that has contributed to the decline of the brand image is social identity. This research aims to find out if there is a connection between social identity and the brand image of food and beverage products that are affiliated in Israel. The research method used in this study is a quantitative method in the form of a correlation test with the Pearson Product Moment analysis technique. This study involved 283 members of Muhammadiyah in Padang City. The sampling method used was nonprobability sampling with an accidental sampling technique. Brand image was measured using the brand image scale by Cho et al. (2015), while social identity was measured using the social identity scale by Alviano and Saloom (2022). The results of the study indicate a relationship between social identity and the brand image of food and beverage products affiliated with Israel ($r = -0,247$, $p = 0.001 < 0.05$). This means that the higher the social identity, the lower the brand image, and vice versa.

Keywords: brand image, food and beverage affiliated with israel, social identity, muhammadiyah

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Regina Yunita Fitri¹⁾, Tri Rahayuningsih²⁾, Nelia Afriyeni²⁾, Lala Septiani
Sembiring²⁾, Puji Gufron Rhodes²⁾

¹⁾Mahasiswa Program Studi Psikologi, Fakultas Kedokteran, Universitas Andalas,

²⁾²⁾²⁾²⁾Departemen Psikologi, Fakultas Kedokteran, Universitas Andalas

yunitafitriregina@gmail.com

ABSTRAK

Saat ini, kampanye boikot terhadap produk terafiliasi Israel sedang marak terjadi di berbagai media sosial, seperti X, Facebook, Instagram, hingga Youtube. Kampanye boikot ini berdampak pada penurunan *brand image* dari produk-produk terafiliasi Israel, hal ini paling dirasakan oleh produk *food and beverage* di negara-negara dengan mayoritas Muslim, seperti yang ditunjukkan Muslim anggota Muhammadiyah Kota Padang. Salah satu faktor yang mempengaruhi penurunan *brand image* tersebut adalah identitas sosial. Penelitian ini bertujuan untuk melihat apakah terdapat hubungan antara identitas sosial dengan *brand image* produk *food and beverage* terafiliasi Israel. Metode penelitian yang digunakan pada penelitian ini yaitu metode kuantitatif berupa uji korelasi dengan teknik analisis *Pearson Product Moment*. Pada penelitian ini melibatkan 283 anggota Muhammadiyah Kota Padang. Metode penelitian sampel yang digunakan yaitu *nonprobability sampling* dengan teknik *accidental sampling*. *Brand image* diukur dengan menggunakan skala *brand image* oleh Cho dkk. (2015) dan identitas sosial diukur dengan menggunakan skala identitas sosial oleh Alviano dan Saloom (2022). Hasil penelitian menunjukkan adanya hubungan identitas sosial dengan *brand image* produk *food and beverage* terafiliasi Israel ($r = -0,247$, $p = 0,001 < 0,05$). Hal ini berarti bahwa semakin tinggi identitas sosial pada diri seseorang, semakin rendah *brand image* yang dimiliki dan begitu sebaliknya.

Kata kunci: *brand image*, *food and beverage* terafiliasi israel, identitas sosial, muhammadiyah