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Pengaruh Isi Pesan *Electronic Public Relations (E-PR)* PT Paragon Technology And Innovation Terhadap Citra Merek Wardah

Jumlah Halaman: xvi + 123 halaman + 5 lampiran

Bibliografi: 18 buku + 5 jurnal + 3 web

ABSTRAK

E-PR melalui media *online* (digital) diharapkan dapat membantu perusahaan dalam menunjang dan mempertahankan citra perusahaan dalam dunia *offline*. Dengan relevansinya pada era digital ini, sejauhmana dan seberapa besar pengaruh Isi Pesan *Electronic Public Relations (E-PR)* PT Paragon Technology And Innovation Terhadap Citra Merek Wardah.

Landasan teori yang digunakan yaitu komunikasi korporat, konsep *E-PR*, pembentukan citra, dan citra merek untuk membantu menggambarkan korelasi antara Isi Pesan *E-PR* terhadap Citra Merek.

Penelitian ini bersifat Eksplanatif dengan metode survei dan dengan teknik kuantitatif. Teknik pengumpulan data dilakukan dengan cara penyebaran kuesioner. Responden dalam penelitian ini adalah anggota komunitas make up “Tasyakuran Squad” dengan jumlah sampel 123 orang.

Dari hasil penelitian dan analisis data yang telah dilakukan, diperoleh hasil bahwa Isi Pesan *E-PR* PT Paragon Technology Innovation mempunyai kontribusi sebesar 25.3% dengan interpretasi persamaan regresi setiap variabel X dinaikan 1, maka nilai variabel Y akan naik sebesar 1.111, taraf signifikansi $0.000 < 0.05$ yang menunjukkan pengaruh positif dan signifikan terhadap Citra Merek Wardah.

Berdasarkan penelitian, maka rekomendasi peneliti yaitu pengelolaan media *E-PR* secara lebih efektif lagi dengan menyediakan beberapa informasi-informasi secara lebih lengkap dan men-detail untuk dapat cukup merepresentasikan semua produk-produk dan *personality* PT Paragon Technology and Innovation lebih jauh lagi,

Kata Kunci: *Electronic Public Relations*, Citra Merek, Media Digital



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The Influence of PT Paragon Techonology and Innovation Electronic Public Relations (E-PR) Messages Content Towards Wardah Brand Image
Page Total: xvi + 123 pages + 5 attachments
Bibliography: 18 books + 5 journals + 3 webs

ABSTRACT

E-PR through online media (digital) are expected to help companies in supporting and maintaining corporate offline image. With the relevance in this digital era, how far and how much the influence of PT Paragon Techonology and Innovation Electronic Public Relations (E-PR) messages content towards Wardah brand image.

Theoretical basis used are corporate communications, E-PR concepts, image formation, and brand image to help illustrate the correlation between E-PR Message Contents to Brand Image.

This research is explanative with survey method and quantitative technique. Data collection technique is done by distributing questionnaires. Respondents in this study were members of the makeup community "Tasyakuran Squad" with a total sample of 123 people.

From the result of research and analysis of data, obtained result that E-PR Message Content of PT Paragon Technology Innovation have contribution equal to 25.3% with interpretation of regeneration equation every variable X raised 1, then value of Y variable will increase equal to 1,111, significance level $0.000 < 0.05$ which indicates a positive and significant impact on Wardah Brand Image.

Based on the research, the researcher's recommendation is E-PR media management can be more effectively provide informations in more detail to be able to simply represent all products and personality of PT Paragon Technology and Innovation furthermore.

Key Words: Electronic Public Relations, Brand Image, Digital Media