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**PENGARUH KEGIATAN MARKETING PUBLIC RELATIONS TIKET.COM
TERHADAP BRAND AWARENESS PADA TRANSAKSI DIGITAL
(E – COMMERCE)**

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ABSTRAK

Transaksi digital merupakan salah satu trend industri yang sedang meningkat dengan pesat di dunia global. Skripsi ini membahas tentang pengaruh kegiatan *marketing public relations* terhadap *brand awareness* masyarakat kepada transaksi digital di tiket.com.

Kegiatan *marketing public relations* tiket.com ini dianalisis berdasarkan model Tujuh cara yang penting untuk menjadi tolak ukur dalam kegiatan *marketing public relations* menurut Kotler dan Keller. Kegiatan *Marketing public relations* meliputi kegiatan yang berhubungan dengan konsumen, diantaranya yaitu *Publications, Identity Media, Event, News, Sponsorship, Public service activities*. Penelitian ini menggunakan penelitian kuantitatif melalui metode *survey* kepada masyarakat pengguna tiket.com mengenai pengaruh kegiatan *marketing public relations* tiket.com.

Hasil penelitian ini menunjukkan bahwa kegiatan *marketing public relations* dalam penelitian ini memberikan pengaruh sebesar 40,6% terhadap *brand awareness* pada tiket.com. Berdasarkan hasil uji t, kegiatan *marketing public relations* yang paling berpengaruh diantara publikasi, identitas media, *event*, berita, *sponsorship* dan *public service activities* adalah kegiatan *marketing public relations public service activities* sebesar 3,915. Artinya terdapat pengaruh kegiatan *marketing public relations* terhadap *brand awareness* pada transaksi digital (*e-commerce*).

Kata Kunci : *Marketing Public Relations*, Komunikasi, *Brand Awareness*, Tiket.com



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**THE INFLUENCE OF MARKETING PUBLIC RELATIONS TIKET.COM
ACTIVITIES ON BRAND AWARENESS IN DIGITAL TRANSACTIONS
(E-COMMERCE)**

Bibliography: 5 Chapters 150 pages + 36 Attachment + 17 Books + 3 Internet Sources

ABSTRACT

Digital transactions are one of the industry trends that is rapidly increasing in the global world. This thesis discusses the influence of marketing public relations activities on community brand awareness of digital transactions (e-commerce) at tiket.com.

Tiket.com's public relations marketing activities were analyzed based on the seven important model to become a benchmark in marketing public relations activities according to Kotler and Keller. Marketing public relations includes activities related to consumers, including publications, media identity, events, news, sponsorships, and public service activities. This study uses quantitative research through a survey method to the tiket.com user community regarding the influence of the marketing.com public relations marketing activities.

The results of this study indicate that marketing public relations activities in this study have an influence of 40.6% on brand awareness on Tiket.com. Based on the results of the t test, the most influential marketing public relations activities among publications, media identity, events, news, sponsorships and public service activities are marketing public relations activities of public service activities amounting to 3,915. This means that there is an influence of marketing public relations activities on brand awareness in digital transactions (e-commerce)

Keywords : *Marketing Public Relations, Communication, Brand Awareness, Tiket.com*