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Aktivitas Karyawan Membangun Branding Toyota Auto2000 Cabang Pramuka Jakarta Pusat dalam Mempertahankan Citra Merek

Bibliografi : 150 Halaman, 27 Buku, 10 Jurnal, 2 Website Internet

ABSTRAK

Perkembangan industri di Indonesia saat ini yang menakjubkan tidak hanya sekedar pernyataan belaka terlebih perusahaan yang bergerak di bidang otomotif. Dengan banyaknya perusahaan mumpuni yang ada, mereka tetap berupaya mempertahankan citra yang ada. Berdasarkan jasa yang ditawarkan Auto2000 Cabang Pramuka dari segi penjualan, perbaikan, perawatan serta penyediaan suku cadang. Auto2000 Cabang Pramuka menempati urutan tertinggi data unit entry kendaraan DKI 1 tahun 2020 sampai 2021.

Dalam penelitian ini teori yang digunakan adalah komunikasi organisasi menurut Teori Sistem Sosial Katz dan Kahn, bahwa komunikasi antara karyawan dengan *stakeholder* lainnya berkesinambungan dengan perilaku atau cerminan dari masing-masing anggota yang ada didalamnya. Dalam karyawan melakukan branding ada beberapa cara yang digunakan berupa *Focus on Offers*, *Focus on Personality*, *Focus on Value* dan *Focus on Task*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data melalui sumber primer berupa observasi, wawancara, dokumentasi. Dan sumber sekunder berupa kajian literatur, jurnal dan buku-buku yang relevan. Serta menggunakan triangulasi sumber untuk teknik keabsahan data.

Berdasarkan hasil penelitian Auto2000 Pramuka menunjukkan *Focus on offers* dilakukan dengan tujuan karyawan menerapkan budaya organisasi. *Focus on Personality*, karyawan Auto2000 Cabang Pramuka menerapkan atribut-atribut pelayanan sesuai standar perusahaan. *Focus on Value* dilakukan agar karyawan menerapkan nilai dan norma yang berlaku. *Focus on Task*, bertujuan agar karyawan selalu mengutamakan jobdesk masing-masing dalam bekerja. Maka dari itu, aktivitas karyawan membangun branding dalam mempertahankan citra merek akan terwujud.

Kata-kata Kunci : Branding, Karyawan, Citra Merek, Auto2000 Cabang Pramuka



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Employee Activities Build Branding Toyota Auto2000 Pramuka Branch, Central Jakarta in Maintaining Brand Image

Bibliography : 150 Pages, 27 Books, 10 Journal, 2 Website Internet

ABSTRACT

The amazing development of the industry in Indonesia today is not just a mere statement, especially companies engaged in the automotive sector. With so many qualified companies in existence, they are still trying to maintain their existing image. Based on the services offered by Auto2000 Pramuka Branch in terms of sales, repair, maintenance and spare parts supply. Auto2000 Pramuka Branch ranks the highest for DKI 1 vehicle data entry unit from 2020 to 2021.

In this study, the theory used is organizational communication according to Katz and Kahn's Social System Theory, that communication between employees and other stakeholders is continuous with the behavior or reflection of each member in it. In employees doing branding, there are several ways that are used in the form of Focus on Offers, Focus on Personality, Focus on Value and Focus on Task.

This research uses a qualitative approach with a case study method. Data collection techniques through primary sources in the form of observation, interviews, documentation. And secondary sources in the form of literature studies, journals and relevant books. As well as using source triangulation for data validity techniques.

Based on the research results of Auto2000 Pramuka Branch, it shows that Focus on offers is carried out with the aim of employees implementing organizational culture. Focus on Personality, Auto2000 Pramuka Branch employees apply service attributes according to company standards. Focus on Value is carried out so that employees apply applicable values and norms. Focus on Task, aims to make employees always prioritize their respective jobdesk in their work. Therefore, the activities of employees to build branding in maintaining the brand image will be realized.

Keywords: *Employee Branding, Brand Image, Auto2000 Pramuka Branch*