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PENGARUH *CYBER PUBLIC RELATIONS* TERHADAP CITRA
PERUSAHAAN MADE BY MERCHÉ (Survey Instagram @Merche.id)

Jumlah Halaman : 63 Halaman + 10 Lampiran

Bibliografi : 22 Buku + 5 Jurnal + 3 Internet

ABSTRAK

Media sosial merupakan media komunikasi yang terlahir pada era teknologi 4.0 dan menjadi salah satu pilihan bagi masyarakat untuk mengakses informasi. Berbagai perusahaan menggunakan media sosial Instagram sebagai media komunikasi bagi mereka dengan publiknya. Dari kegiatan bersosial tersebut melahirkan komunikasi online yang disebut *Cyber Public Relations* untuk meningkatkan citra perusahaan.

Penelitian ini bertujuan untuk meneliti apakah ada pengaruh *cyber public relations* terhadap citra perusahaan Made by Merché. Teori yang digunakan dalam penelitian ini yaitu *cyber public relations* oleh Phillips & Young dan citra perusahaan oleh Shirley Harrison. Serta menggunakan model komunikasi *Medium Theory* oleh Marshall McLuhan.

Teknik pengambilan data dalam penelitian ini menggunakan *probability sampling* dengan *simple random sampling*, dengan paradigma penelitian positivisme serta teknik pengumpulan data dilakukan dengan menyebarkan kuesioner kepada pengikut akun Instagram @Merche.id dengan jumlah sampel sebanyak 100 responden.

Berdasarkan hasil penelitian dan analisis data yang telah dilakukan, diperoleh hasil bahwa terdapat pengaruh yang signifikan antara *cyber public relations* terhadap citra perusahaan Made by Merché dengan nilai koefisien determinasi (*R Square*) sebesar 71,4%.

Kata Kunci: *Cyber Public Relations*, Citra Perusahaan, Teori Media, Made by Merché



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***THE EFFECT OF CYBER PUBLIC RELATIONS ON THE IMAGE OF THE
MADE BY MERCHÉ COMPANY (Survey Instagram @Merche.id)***

Number of Pages : 63 Pages + 10 Attachments

Bibliography : 22 Books + 5 Journals + 3 Internets

ABSTRACT

Social media is a communication medium that was born in the era of technology 4.0 and has become one of the choices accessible platform for people to find information. Various companies use Instagram as a medium of communication for them with the public. From these social activities, rises an online communication called Cyber Public Relations to improve the company's image.

This study aims to examine whether there is an influence of cyber public relations on the company image of Made by Merché. The theory used in this research is cyber public relations by Phillips & Young and company image by Shirley Harrison. And using the communication model of Medium Theory by Marshall McLuhan.

The data collection technique in this study used probability sampling with simple random sampling, with a positivism research paradigm and data collection techniques were carried out by distributing questionnaires to followers of the @Merche.id Instagram account with a total sample of 100 respondents.

Based on the results of research and data analysis that has been carried out, Based on the results of research and data analysis that has been carried out, the results show that there is a significant influence between cyber public relations on the corporate image of Made by Merché with a coefficient of determination (R Square) of 71.4%.

Keywords: Cyber Public Relations, Company Image, Medium Theory, Made by Merché