

**UNIVERSITAS MUHAMMADIYAH JAKARTA  
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**STRATEGI *DIGITAL PUBLIC RELATIONS* HEYGROUP DALAM  
MEMPERTAHANKAN *BRAND IMAGE @heymale.id* PADA MASA  
PANDEMI COVID-19**

**(xv + 71 halaman + 6 tabel + 7 gambar + 2 lampiran)**

**ABSTRAK**

Tidak dapat dipungkiri, Indonesia merupakan salah satu negara yang dihantam keras oleh terjangan Covid-19. Hampir seluruh sektor kehidupan nyaris tumbang termasuk sektor bisnis. Persaingan bisnis industri *fashion* di Indonesia cukup kompleks, membuat setiap industri *fashion* tersebut membutuhkan *public relations* untuk membantu perusahaan mencapai tujuannya sebagai *brand fashion* yang tidak ditinggalkan oleh pembelinya. Tujuan dari penelitian ini adalah untuk mengetahui Strategi Digital *Public Relations Heymale* pada saat Pandemi Covid-19 serta untuk mengetahui hal yang menghambat dan mendukung dalam mempertahankan *brand image @heymale.id*. Teori yang digunakan dalam penelitian ini adalah teori *four step public relations* dari Cutlip dkk, Penelitian ini menggunakan pendekatan Dekriptif Kualitatif. Sumber informasi yang didapatkan sebanyak 2 (dua) orang yang terdiri dari satu *Key Informan* kepala divisi *Public Relations Heygroup* dan *Informan I* divisi Divisi Media dan Komunikasi Heygroup. Teknik pengumpulan data yang dilakukan dengan metode wawancara mendalam dan dokumentasi. Untuk menguji keabsahan data, dilakukan uji triangulasi sumber dengan teknik wawancara mendalam. Hasil dari penelitian ini adalah *public relations HEYGROUP* sudah menjalankan strategi digital untuk mempertahankan brand image pada masa covid-19. *Public relations HEYGROUP* dalam menjalankan strategi digital untuk mempertahankan brand image perusahaan HEYGROUP memperhatikan langkah langkah yang sesuai dengan teori yang digunakan. Kesimpulan dari penelitian ini adalah Strategi digital *public relations HEYGROUP* dalam *mempertahankan brand image @heymale.id* pada masa pandemi Covid-19 dapat terlaksana dengan baik dengan langkah langkah sesuai teori yang digunakan.

**Kata Kunci** : Strategi, Digital *Public Relations*, *Brand Image*  
**Referensi** : 15 Buku, 12 Jurnal, 13 Website  
**Dosen Pembimbing** : Tria Patrianti, S.sos, M.ikom

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***HEYGROUP'S DIGITAL PUBLIC RELATIONS STRATEGY IN  
MAINTAINING THE @heymale.id BRAND IMAGE  
DURING THE COVID-19 PANDEMIC***

**(xv + 71 pages + 6 table + 7 image + 2 attachment)**

***ABSTRACT***

*It is undeniable, Indonesia is one of the countries that has been hit hard by the brunt of Covid-19. Almost all sectors of life have almost collapsed, including the business sector. The fashion industry business competition in Indonesia is quite complex, making each of these fashion industries need public relations to help companies achieve their goals as fashion brands that are not abandoned by their buyers. The purpose of this research is to find out Heymale's Digital Public Relations Strategy during the Covid-19 Pandemic and to find out what hinders and supports in maintaining the heymale.id brand image. The theory used in this study is the four-step public relations theory from Cutlip et al. This study uses a qualitative descriptive approach. Sources of information obtained as many as 2 (two) people consisting of one Key Informant head of Heygroup's Public Relations division and Informant I of Heygroup's Media and Communication Division. Data collection techniques were carried out by in-depth interviews and documentation methods. To test the validity of the data, triangulation of sources was conducted using in-depth interview techniques. The result of this research is that HEYGROUP's public relations has implemented a digital strategy to maintain its brand image during the covid-19 period. HEYGROUP's public relations in carrying out a digital strategy to maintain the HEYGROUP company's brand image pays attention to steps that are in accordance with the theory used. The conclusion of this study is that HEYGROUP's digital public relations strategy in maintaining the heymale.id brand image during the covid-19 pandemic was carried out well with steps according to the theory used.*

**Keyword : Strategi, Digital Public Relations, Brand Image**  
**References : 15 books, 12 journals, 13 websites**  
**Supervisor : Tria Patrianti, S.sos, M.ikom**