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**PENGARUH *MARKETING PUBLIC RELATIONS* PT TIRTA INVESTAMA
(DANONE AQUA) TERHADAP *CUSTOMER ENGAGEMENT* PADA PROGRAM
#BIJAKBERPLASTIK
(Survey Pada Warga Pondok Petir RW 05 Depok)**

ABSTRAK

Pada saat ini banyak sekali pemberitaan mengenai lingkungan yang cukup menarik banyak perhatian masyarakat dalam negeri maupun luar negeri. Salah satu masalah yang dihadapi di Indonesia bahkan di seluruh dunia adalah masalah sampah plastik. Danone Aqua memiliki program tersendiri untuk mengelola sampah-sampah plastik dan mampu mengajak seluruh masyarakat Indonesia untuk ikut bergerak dengan melakukan kampanye yang diberi nama #BijakBerplastik. Tujuan penelitian ini adalah untuk mengukur : Pengaruh *Marketing Public Relations* (MPR) PT Tirta Investama (Danone AQUA) terhadap Program Bijak Berplastik. Pengaruh program yang dilakukan oleh PT Tirta Investama (Danone AQUA) terhadap *Customer Engagement*. Seberapa besar Pengaruh *Marketing Public Relations* (MPR) PT Tirta Investama (Danone AQUA) terhadap *Customer Engagement* pada Program Bijak Berplastik. Teori yang dipakai dalam penelitian ini adalah (Kotler dan Keller 2016:631) , yaitu pertama, publikasi. Kedua, identitas media. Ketiga, event. Keempat, berita. Kelima, peran serta dalam aktivitas sosial. Keenam, sponsor. Penelitian ini merupakan penelitian kuantitatif menggunakan metode statistika menggunakan data primer. Populasi dalam penelitian ini adalah warga kelurahan Pondok Petir RW 05 Bojongsari Depok yang berjumlah 867 orang. Sampel diambil menggunakan rumus Slovin dan teknik pengampilan sampel dengan purposive sampling dengan jumlah sampel 79 orang. Teknik analisis data yang digunakan adalah regresi liner sederhana. Data diolah dengan software SPSS (*Statistical Program of Social Sciences*) dengan hasil R Square penelitian bahwa *Marketing Public Relations* berpengaruh 58,8% terhadap *Customer Engagement*.

Referensi : 18 Buku (2010 – 2019), 8 Jurnal (2011-2015)

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Kata Kunci : *Marketing Public Relations, Customer Engagement.*

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ABSTRACT

At this time there is a lot of news about the environment that attracts a lot of attention from the public at home and abroad. The environmental problems that occur will certainly have an impact on certain industries. One of the problems faced in Indonesia and even throughout the world is the problem of plastic waste. One of the companies with the largest sales and already has a positioning in the community that is engaged in the bottled drinking water (AMDK) industry which is also involved in this environmental problem is Danone Aqua. Danone Aqua has its own program to manage plastic waste and is able to invite all Indonesian people to get involved by carrying out a campaign called #BijakBerplastik. The purpose of this study was to measure: The influence of Marketing Public Relations (MPR) of PT Tirta Investama (Danone AQUA) on the Wisdom of Plastics Program. The impact of the program conducted by PT Tirta Investama (Danone AQUA) on Customer Engagement. How big is the influence of PT Tirta Investama's (Danone AQUA) Marketing Public Relations (MPR) on Customer Engagement in the Plastic Wisdom Program. The theory used in this research is (Kotler dan Keller 2016:631) namely first, publication. Second, media identity. Third, events. Fourth, news. Fifth, participation in social activities. Sixth, sponsors. This research is a quantitative research using statistical methods using primary data. The population in this study was residents of Pondok Petir village RW 05 Bojongsari Depok which amounted to 867 people. The sample was taken using the Slovin formula and sample display technique with purposive sampling with a total sample of 79 people. The data analysis technique used is simple linear regression. Processed with SPSS (Statistical Program of Social Sciences) software with the results of research R square that Marketing Public Relations has an effect of 58.8% on Customer Engagement.

Reference : 18 Books (2010 – 2019), 8 Journal (2011-2015)

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Keywords : Marketing Public Relations, Customer Engagement