

UNIVERSITAS MUHAMMADIYAH JAKARTA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
PROGRAM STUDI ILMU KOMUNIKASI
KONSENTRASI *PUBLIC RELATIONS*

Skripsi, Juli 2023

Diaz Mega Reanata

2019140114

“Pengaruh Pesan Kampanye *Public Relations* #RespectMyBody terhadap *Brand Awareness Bodycare Somethinc*”

ABSTRAK

Permasalahan *self-love* masih menjadi isu sosial di masyarakat. Somethinc melengkapi manajemen perusahaannya dengan membuat kampanye #RespectMyBody sebagai bentuk kepedulian terhadap isu tersebut. Melalui kampanye ini, Somethinc mengajak masyarakat merawat dan menjaga tubuh sebagai wujud penghargaan dan kasih sayang kepada diri sendiri. Melalui kampanye #RespectMyBody, Somethinc mengeluarkan produk baru berupa *bodycare*. Maka dari itu perlu dibangun kembali *brand awareness*. Tujuan dari penelitian ini untuk mengetahui seberapa besar pengaruh pesan kampanye *public relations* #RespectMyBody terhadap *brand awareness bodycare* Somethinc. Teori yang digunakan dalam penelitian ini adalah Pesan Kampanye *Public Relations* Persuasif (Struktur Pesan, Konten Pesan, *Framing*, Bahasa, Daya Tarik Emosional). Serta *Brand Awareness* (*Brand Recall*, *Brand Recognition*, *Purchase Decision*, *Consumption*). Penelitian ini menggunakan pendekatan kuantitatif dan metode survei dengan menyebarkan angket kepada 98 sampel yang ditentukan menggunakan perhitungan Taro Yamane dengan teknik *probability sampling*. Hasil pengukuran variabel X sebesar 3,66 dan variabel Y sebesar 3,64. Sedangkan pengaruhnya yaitu sebesar 62,3%, sementara sisanya yaitu 37,7%. Dengan membuktikan adanya pengaruh, hasil uji hipotesis didapat $t_{hitung} 20,326 > t_{tabel} 1,661$, maka H_0 ditolak dan H_1 diterima yang berarti koefisien regresi signifikansi yaitu terdapat adanya pengaruh antara pesan kampanye *public relations* #RespectMyBody terhadap *brand awareness bodycare* Somethinc.

Kata Kunci : Pesan Kampanye, *Public Relations*, *Brand Awareness*
Referensi : 10 Buku, 7 Jurnal, 5 Website
Dosen Pembimbing : Winda Dwi Astuti Zebua, M.Si.

UNIVERSITY OF MUHAMMADIYAH JAKARTA
FACULTY OF SOCIAL SCIENCES AND POLITICAL SCIENCES
COMMUNICATION STUDIES PROGRAM
PUBLIC RELATIONS CONCENTRATION

Thesis, July 2023

Diaz Mega Reanata

2019140114

“The Influence of Public Relations Campaign Messages #RespectMyBody on Brand Awareness Bodycare Somethinc”

ABSTRACT

The problem of self-love is still a social issue in society. Somethinc complements management company by creating a #RespectMyBody campaign as a form of concern for that issue. Through this campaign, Somethinc invites people to take care of their bodies as a form of appreciation and self-love. Through the #RespectMyBody campaign, Somethinc released a new product in the form of bodycare. Therefore, it is necessary to rebuild brand awareness. The purpose of this research is to find out how much influence the message of the #RespectMyBody public relations campaign has on bodycare Somethinc brand awareness. The theory used in this research is Persuasive Public Relations Campaign Messages (Message Structure, Message Content, Framing, Language, Emotional Attraction). As well as Brand Awareness (Brand Recall, Brand Recognition, Purchase Decision, Consumption). This study uses a quantitative approach and survey method by distributing questionnaires to 98 samples determined using Taro Yamane calculations with probability sampling techniques. The measurement results for the X variable were 3.66 and the Y variable was 3.64. Meanwhile, the influence is 62.3%, while the remainder is 37.7%. By proving that there is an influence, the results of the hypothesis test obtained $t_{count} 20.326 > t_{table} 1.661$, then H_0 is rejected and H_1 is accepted, which means the regression coefficient is significant, namely that there is an influence between the #RespectMyBody public relations campaign message on Somethinc bodycare brand awareness.

Keywords : ***Campaign Messages, Public Relations, Brand Awareness***
Reference : ***10 Books, 7 Journals, 5 Websites***
Supervisor : ***Winda Dwi Astuti Zebua, S. Kom.I., M.Si.***