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**Pengaruh Kegiatan *Marketing Public Relations* Terhadap *Brand Image*
“Greenfields” (Survey Terhadap Mahasiswa Ilmu Komunikasi Universitas
Muhammadiyah Jakarta Periode Tahun 2022-2023)**

(xvii + 85 Halaman + 45 Tabel + 2 Gambar + 6 Lampiran)

ABSTRAK

Greenfields Indonesia menggunakan *Marketing Public Relations* (MPR) untuk mempertahankan dan menjaga citra merek positif di mata konsumen. MPR adalah bentuk komunikasi perusahaan yang terus dilakukan untuk menginformasikan tentang perusahaan kepada publik. Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh *marketing public relations* terhadap produk *brand image* “Greenfields”. Teori yang digunakan dalam penelitian ini adalah teori *Marketing Public Relations* dengan dimensi publikasi, acara (*events*), media identitas dan sponsor dan *Brand Image* dengan dimensi *Product Attributes* (Atribut Produk), *Consumer Benefits* (Keuntungan Konsumen) dan *Brand Personality* (Kepribadian Merek). Penelitian ini menggunakan pendekatan kuantitatif deskriptif dan metode survei dengan kuesioner yang disebarkan kepada 94 sampel yang dipilih secara acak menggunakan teknik *probability sampling*. Data yang diperoleh dianalisis dengan Teknik Regresi Linier Sederhana menggunakan SPSS versi 20. Hasil penelitian menunjukkan bahwa 1) Kegiatan *Marketing Public Relations* pada Greenfields mendapat respon positif dan tinggi, serta berpengaruh signifikan terhadap *Brand Image*. Nilai rata-rata jawaban responden pada variabel Kegiatan *Marketing Public Relations* (X) sebesar 3.33, dengan dimensi Media Identitas dan Sponsor yang paling tinggi. 2) *Brand Image* produk Greenfields mendapat respon tinggi dengan nilai rata-rata jawaban responden pada variabel *Brand Image* (Y) sebesar 3.36, namun ada beberapa konsumen kurang minat terhadap produk Greenfields dilihat dari dimensi *Consumer Benefits* (Keuntungan Konsumen). 3) Terdapat pengaruh Kegiatan *Marketing Public Relations* terhadap *Brand Image*, terbukti nilai $t_{hitung} > t_{tabel}$ ($17.771 > 1.985$) dan *Marketing Public Relations* berpengaruh signifikan sebesar 77.4% terhadap *Brand Image* Greenfields.

Kata Kunci : *Marketing Public Relations, Brand Image, Publikasi, Atribut Produk*
Daftar Pustaka : 20 Buku + 16 Jurnal + 1 Website
Pembimbing : Dr. Nani Nurani Muksin. M.Si.

MUHAMMADIYAH UNIVERSITY JAKARTA
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The Influence of Marketing Public Relations Activities on the Brand Image of "Greenfields" (Survey of Communication Science Students of the University of Muhammadiyah Jakarta for the 2022-2023 Period)

(xvii + 85 Pages + 45 Tables + 2 Images + 6 Attachments)

ABSTRACT

Greenfields Indonesia uses Marketing Public Relations (MPR) to maintain and maintain a positive brand image in the eyes of consumers. MPR is a form of corporate communication that continues to be carried out to inform the public about the company. The purpose of this study is to find out how much influence marketing public relations has on "Greenfields" brand image products . The theory used in this study is the theory of Marketing Public Relations with dimensions of publications, events, media identity and sponsorship and Brand Image with dimensions of Product Attributes, Consumer Benefits and Brand Personality. This study used a descriptive quantitative approach and survey method with questionnaires distributed to 94 randomly selected samples using probability sampling techniques. The data obtained were analyzed by Simple Linear Regression Technique using SPSS version 20. The results showed that 1) Marketing Public Relations activities in Greenfields received a positive and high response, and had a significant effect on Brand Image. The average value of respondents' answers on the Marketing Public Relations (X) Activity variable was 3.33, with the highest dimensions of Media Identity and Sponsorship. 2) Brand Image of Greenfields products received a high response with the average value of respondents' answers to the Brand Image (Y) variable of 3.36, but there are some consumers who are less interested in Greenfields products in terms of the Consumer Benefits dimension. 3) There is an influence of Marketing Public Relations Activities on Brand Image, it is proven that the calculated value of t_{table} ($17,771 > 1,985$) Marketing Public Relations funds has a significant effect of 77.4% on Greenfields Brand Image.

Keywords : **Marketing Public Relations, Brand Image, Publications, Product Attributes**
Reference : **20 Books + 16 Journals + 1 Website**
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