PENGARUH TERPAAN KOMUNIKASI PEMASARAN CV. ESPRO MEDIA TERHADAP CITRA POSITIF PERUSAHAAN (Studi Pada Pelanggan Perusahaan)

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ABSTRAK

Latar belakang penelitian ini adalah ketatnya persaingan perusahaan advertising di Surabaya, sehingga menuntut setiap perusahaan untuk mempertahankan pelanggannya atau memperoleh pelanggan baru dengan mempertahankan citra perusahaan yang telah terbentuk kemudian terus memperbaikinya. Sehingga perusahaan mampu bersaing dengan perusahaan-perusahaan sejenis yang sedang berkembang. Komunikasi pemasaran dalam sebuah perusahaan sangat berguna untuk mendapatkan pelanggan dan mempertahankan pelanggannya, dalam perusahaan CV. Espro Media penggunaan komunikasi pemasaran terbatas melalui iklan dan sales promo. Adanya kondisi semacam itu, tujuan peneliti yaitu ingin mengetahui ada tidaknya pengaruh komunikasi pemasaran terhadap citra perusahaan, apabila ada, peneliti ingin mengetahui besarnya pengaruh yang ditimbulkan dari komunikasi pemasaran terhadap citra perusahaan tersebut.

Penelitian ini merupakan penelitian eksplanatif asosiatif, yaitu penelitian yang bertujuan untuk mengetahui hubungan antara dua variabel komunikasi pemasaran dan citra perusahaan. Dengan populasi penelitian sebesar 11 responden, yang terdiri dari lembaga pendidikan yang ada di Surabaya, dari karakteristik yang telah ditentukan didapatkan sampel sebanyak 11 responden penelitian melalui teknik total sampling. Pengujian dilakukan dengan metode penyebaran angket yang kemudian dilakukan pemberian skor dengan skala likert pada jawaban responden. Berdasarkan penelitian yang telah dilakukan diperoleh hasil bahwa analisis reliabilitas menunjukkan nilai alpha analisis sebesar X = 0,962, Y = 0,955, sedangkan hasil uji validitas diperoleh hasil bahwa nilai rxy lebih besar dari r tabel pada tingkat kepercayaan sebesar 95% (α = 0,05%) dengan jumlah responden sebanyak 11 orang adalah sebesar 0,602, datanya valid. Adapun interpretasi dari persamaan regresi tersebut adalah sebagai berikut: Y = 35,888 + 0,593X dan nilai r-square sebesar 0,723.

Sesuai dengan kajian studi yang telah dikerjakan, akhirnya secara sederhana dapat disimpulkan bahwa hubungan antara variabel bebas komunikasi pemasaran terhadap variabel terikat citra perusahaan termasuk dalam kategori sangat kuat sebesar 0,850. Kemudian diketahui adanya pengaruh komunikasi pemasaran terhadap citra perusahaan sebesar 72,3%, dan ternyata mempunyai pengaruh signifikan karena nilai r hitung > r tabel. Memang pada dasarnya tidak hanya komunikasi pemasaran saja yang mempengaruhi citra perusahaan, tapi dalam sebuah perusahaan akan terbentuk citra yang baik dimata pelanggannya sejauh pelaksanaan komunikasi pemasaran dengan baik dan tepat.
ABSTRACTION
This watchfulness background the tight rivalry companies advertising at Surabaya, so that demand every company to defend the customer or get new customer with has defended image has companied that formed then repair it. So that is companying to can to compete with companies of a kind that is blooming. Marketing communication in a company very good for get customer and defend the customer, in company limited partnership. Espro limited marketing communication use media passes advertisement and sales promo.

Such condition existence, researcher aim that is want to detect there not it marketing communication influence towards image companies, when is there, researcher wants to detect influence magnitude that evoked from communication marketing towards image companies.

This watchfulness is watchfulness ekplanatif asosiatif, that is watchfulness that aim to detect connection between two marketing communication variables and image companies. With watchfulness population as big as 11 respondents, consist of education institution exist in Surabaya, from characteristics that determined got sample as much as 11 watchfulness respondents passes total technique sampling. Testing is done with inquiry distribution method then do score gift with scale liker in respondent answer.

Based on watchfulness that done got result that analysis reliabilitas show value alpha analysis as big as $x=0.962$, $y=0.955$, while validity test result is get result that value $r_{xy}$ bigger than $r$ table in belief level as big as 95%($\alpha = 0.05\%$) with respondent total as much as 11 person as big as 0.602, the files valid. as to interpretation from regression similarity: $y=35.888 + 0.593x$ and value $r$-square as big as 0.723.

As according to study that done, final simply inferential that connection between marketing communication free variable towards image bound variable company to belong in category very strong as big as 0.850. then known marketing communication influence existence towards image companies as big as 72.3% and obvious has influence significant because value $r$ count > $r$ table. really basically not only marketing communication that influence image companies, but in a will company formed good image in front the customer as far as marketing communication execution well and correct.
ABSTRACT
Many advertisements appear on the television favorite program such as Indonesian Idol 5 and Child Idol 1, of course have many differentiation too. The high rate of Indonesian Idol 5 and Child Idol 1 make many advertisements tries to join in the rest time of this program. In this case, the practitioner of advertisement must be careful to place the advertisement, especially in the kind of advertisement, segmentation of advertisement and advertisement product function itself. Advertisement of product on the Indonesian Idol 5 and Child Idol program has comparison in the kind, segmentation and function apparently. Therefore, the researcher intend to compare advertisement of product based on the kind of advertisement, segmentation of advertisement and advertisement product function among the both of those program. So, this research had purpose to know how big the comparison advertisement of product based on the kind of advertisement, segmentation and advertisement product function

An advertisement has basic elements such as the kind of advertisement product, segmentation of the advertisement product and advertisement product function. The kind of advertisement product is like food, drink, vehicle, etc. The segmentation of the advertisement can be divided to be children youth, old and all age segmentation. And advertisement product function is divided to be information, persuasion, and image function.

This research used content analysis method by using descriptive quantitative approach. It was caused the researcher tried to explain the content which was informed objective, systematic, and quantitative by referring the contextual meaning. In addition, the number of advertisement of
Indonesian Idol 5 was 79 advertisements and Child Idol 1 was 63 advertisements. Data was found from documentation by grouping all of advertisements on the Indonesian Idol 5 (August 2, 2008) and Child Idol 1 (July 19, 2008). Then, the coding was done based on the category which had been made before and tested reliability. It used Holsty formula to be supported Scott formula for getting good value. The coding was helped by two coders.

Furthermore, the result of the research showed that the kind of advertisement product on the Indonesian Idol 5 program had bigger percentage in the advertisements of food and drink about 27.8% from 79 advertisements. On the Child Idol 1, advertisement of food and drink was about 65.1% from 63 advertisement. The segmentation of the advertisement product, Indonesian idol 5 had the highest percentage on advertisements product of youth about 36.7% from 79 advertisements. On the child idol 1, the highest percentage on advertisements product of all age about 36.5% from 63 advertisement. And advertisement product function, Indonesian Idol 5 had the highest percentage on advertisements product with persuasion function about 93.7% from 79 advertisements. On the Child Idol 1, the highest percentage on advertisements product with persuasion function about 76.2% from 63 advertisements.
ABSTRACT
Background of this research was munitions explosion case on October 2007 at PT. PINDAD Inc. Turen – Malang as the job accident. Impact of that job accident was one employee passed away. That accident can happens on another times because mistake of job procedure or human error. However, that accident didn’t make weak spirit and job loyalty of employees. Thus, image of company is still good until now. Researcher has opinion that this case related with communication management both of out or in organization. Based on that explanation, research formula of this problem is what application of communication management on PT. PINDAD Inc. Turen – Malang in facing crisis situation related with the explosion case on year 2007 ago. The objective of this research is to descript application of communication management when the explosion happening and analysis function of communication management on crisis situation related with explosion case at PT. PINDAD Inc. Turen – Malang.

The method used was qualitative research method that researcher wants to produce analysis procedure that didn’t use statistical analysis procedure or another quantitative ways and also research based on the effort to build their views that was researched accurately, formed with words, holistic views and involutes. (Moleong, 2007:6). Data processing technique or data analysis in this research is descriptive qualitative with process as induction–interpretation–conceptualization. Thus, after all data collected then it was reduced by inclusive process. Inclusive was entering data related and exclusive was release data that didn’t related in answering research problem. After that, it was conducted simplification in order to data easier to be comprehend and provided on paper or state contains explanation of communication management on crisis situation at PT. PINDAD Inc. Turen – Malang.

Application of communication management on crisis situation at PT. PINDAD Inc. Turen – Malang refers at Seitel Theory. That theory expressed that process of Public Relations involving 4 (four) steps, as follows: Defining the problem or opportunity, Programming, Action and Evaluation. Every steps was conducted by PT. PINDAD Inc. Turen – Malang in handling explosion case on year 2007 ago. The effort of company in operating function of management in an organization based on Cutlip and Center model. The process include phase of fact collection and evaluation which is answered by research. Cutlip and Center model can outline shortly as follows: fact collection, problem definition, planning and program, action and communication, and evaluation. Based on result of data analysis, researcher concluded that application of communication management was conducted PT. PINDAD Inc. Turen – Malang while happening crisis on year 2007 can be handled, because crisis happens not until acute. Acute phase represents phase where people have told that “happened crisis”.

From the research result has conducted, researcher can proposed some suggestion to be consideration and input for company, as follows: crisis manual of company should be standardized immediately, remembering crisis situation happens at the company is able to happens every time, public relations of PT. PINDAD Inc. Turen – Malang Division Munitions shouldn’t be attached to Sub Department Minu and Public Relations, remembering function of public relations in the company is very important. Information or things related with public relations was not ambiguous with something outer responsibility and function public relations. This research was expected become reference to all party, particularly for student of Communication Science Faculty means to conduct same research.
ABSTRACT
This research constituted to television commercial phenomenon which has become public menu list in fulfilling requirement of information for they. As induction from advertisement treat without constraint has condition of beholder to release cost is more, just to try a product that is on the market through television commercial or just fulfilling modern label or life style demand. Not all advertisement have the character of commercial, like public service advertising that is eager to submits information, persuasion or educates audience which purpose of finally for the sake of social. Like the existing of medium government intensively his fighting and lessens poorness. Various prevention programs of poorness is being emboldened by government which one of them is is Program Nasional Pemberdayaan Masyarakat (PNPM), and inform it to audience hence made by public service advertising about this program.
Not all publics get information directly from team facilitator PNPM Mandiri, in here the role of advertisement media in television assessed hardly require submitting information of this program to public. With forwarding of public service, advertising about PNPM Mandiri in the television is expected public to know the importance of this program, and gives positive comments to this program. Therefore, a researcher interest to study is there any influence forwarding of public service advertising PNPM Mandiri to perception of public Tlogomas about PNPM Mandiri. Intention of this research is to know is there any influence between forwarding of advertisement Program Nasional Pemberdayaan Masyarakat (PNPM) to perception of public Tlogomas about PNPM Mandiri and how big the influence.

Theory applied in this research is the theory S-O-R (Stimulus-Organism-Response). This theory tells that effect is reacting to certain situation. The theory S-O-R also looks into that message perception and distributed systematically and in wide scale. Message hence, not addressed to the capacity insider as individual, but as part of public. To distribute message as many as possible, usage of technology is compulsion while out of reach individual by forwarding of message, assumed will not be affected by contents of message.

Research method applied is research survey. Where according to Kerlinger, research of survey is research done at small and also big population, but data studied is sample data taken away from by the population, causing is found relative events, distributive and the relation of between variables sociologist and also psychological. Based on the approach hence this research applies quantitative research approach.

Based on result of calculation, hence can be interpreted that variable forwarding of advertisement PNPM Mandiri has strong influence and significant to perception of public about PNPM Mandiri. With result of R2 (R Square) = 0,731 can be told that 73,1% change of perception variable of public (Y) because of change of variable forwarding of advertisement PNPM Mandiri (X). The rest which 26,96 % because of other variable of which is not included in model in this research, with t calculate = 12,826 meaning test result t, t calculate > t tables, t tables = 1,67 (in enlisting tables t).
ABSTRACTION
This research is constituted of its phenomenon of year 2008 of Visit Indonesia Year 2008 by Minister Culture And Tourism, Jero Wacik on 26 December 2007 with budget counted American 15 dollar expected can net 7 million atonal and foreign turis of foreign exchange for state of transfer of foreign money counted American 6,4 billion dollar one year. According to socialization method Jero Wacik in this time more menitikberatkan at role of area because democracy principle run, one of them pass/through area autonomy. Development of tourism manifestly will entangle all society coat, start from nob come up with coat most under or which term with stakeholders perpetrator of tourism cover: governance circle, perpetrator is effort or tourism industry and related/relevant effort, and also wide of society so that society and entire/all stakeholders expected to partake to assist and give support to development of tourism. Theory evaluation in this research is Formula SMCR told by David K. Berlo. This Formula is he tell in the year 1960. Formula of SMCR is abbreviation of Terms: S Abbreviation of Source meaning communicator or source; Abbreviation M of Message meaning message; Abbreviation C of Channel meaning media or channel, while R abbreviation of Receiver meaning or receiver of komunikan. This research use descriptive approach qualitative with data collecting technique [pass/through] observation, documentation and interview hence obtained to be data to be analysed to use analysis of domain, that is analysis [done/conducted] to obtain;get congeniality or picture in general and relative totally where of which come within in accurate research or focus. While technique determination of its informan use Purposive sampling with the employees characteristic have adapted for [by] [position/occupation] [is] research theme, owning minimum job experience 5 Year, minimum faction 3A, minimum education storey; level [of] S1 and take hold of [at] tourism area position and Documentation area, Area Publication and Sub Bagian Keuangan dan Penyusunan Program, Bagian Tata Usaha Result of research On Department of tourism, information and communication Malang City indicate that communications strategy weared by Dinas Pariwisata, Informasi dan Komunikasi Malang City in campaigning Visit Indonesia of Year 2008 [is] to [pass/through] to be dialogued with [all] Stakeholder, electronic media melau like radio and televis, media print like Newspaper, booklet and is other. besides also [pass/through] management of promotion of wisata [pass/through] exhibition and various annual even-even and also follow various activity of local scale goodness and also national scale. Thereby can be concluded that communications strategy used by On Department of tourism, information and communication Malang City In Campaign of Visit Idonesia Year 2008 using some media that is: Booklet, brochure, leaflet, internet, media print, and electronic media. Besides On Department of tourism, information and communication Malang City nor research into in campaign of Visit Indonesia of Year 2008. This matter because of On Department of tourism, information and communication Malang City only going on policy of Central Government Campaigning Visit Indonesia of Year 2008 in Malang City, Department of tourism, information and communication Malang City entangling some [party/ side] that is. Kakang-Mbakyu Kota
Malang and elemen pariwisata Indonesia Content of message of campaign of Visit Indonesia of Year 2008 in Malang City is "Malang Welcoming City" showing Malang City always ready to greet whosoever which wish to pay a visit to Malang City, goodness with a purpose to wisata, expense, learn and or have invesment. While becoming target in Campaign of Visit Indonesia of Year 2008 in Malang City is local society, tourist of Nusantara, and foreign countries tourist. Because when paying a visit and shopping at one or area of obyek their wisata is contributor of earnings of Genuiness Area (PAD) to Malang City To the the result, can be recommended to communications science student for research hereinafter related to applying of campaign management

ABSTRACT
Religious proselytize basically is an integral part in Islam religion. Progressive religious proselytize would influence the religion improvement. In the contrary, low religious proselytize would effect the low of religion. Majelis Ta’lim Darul Hijrah is a Islamic proselytize which doing their activity in Tengger area. The Islamic proselytize needed the right methods and communication approach to the communication. So that the research aimed to find out approach in proselytize communication which was done by Majelis Ta’lim Darul Hijrah in Islamic
Proselytize to the Tengger Society. Islamic Proselytize has close relation with persuasive communication since they both paid attention to the attitude change or faith from the communicant (Iswandi). That’s why there needed an effective approach in Islamic proselytize activity so that it would be effective. The approach consisted of: assumption that inside them there were education approach assumed that formal or non-formal education was important since they improve and built morality human. Cultural approach saw that the society has culture as artwork and needs tied them. Economic approach, economic was the basic needs of human. This approach aimed to increase the life welfare. The second approach was psychological approach, a proselytize consisted of 2 aspects, first image of proselytize that human has gift compare with the other creature. The second aspect was that human has some deficiency so that proselytize should give solution by conseling or illumination.

The research used qualitative descriptive method. The research held in Majelis Ta’lim Darul Hijrah which was done Islamic Proselytize in Ngadas village. Data technique were done by interview with the Proselytizer, Majelis Ta’lim Darul Hijrah who was proselytizing in Ngadas village, village elders for data verification. The writer also used observation technique and documentation. Data analysis technique used was triangulation data analysis. According to the research, there could be concluded that in their proselytizing activity, Majelis Ta’lim Darul Hijrah considered three learning method, they were bil-hikmah, the method was done in the beginning of proselytizing by watching the object condition and early target, they were Islam introduction, so that there needed a wise application to create the object’s sympathy. The next phase, Darul Hijrah applied bil hal method, since they considered that proselytize object were freshment, they could not think critical, so that they needed concrete and real example. In developing proselytize activity by the development of knowledge and understanding about Islam, the next method was bil lisan, so that the process would be directed to the scheduled learning method, like scheduled Qur’an examination, mother group, etc. The three methods has included into multi-approach which was done by Majelis Ta’lim Darul Hijrah, psychological approach, consisted of 2 aspects. Those were: human has more strength, compared with the other reature, so that in this approach he would did bil hikmah. The second aspect considered that human had problem in theirselves, it could be seen from billisan method through group learning, which would give him/her knowledge about Islam. It also could be done to non-Islamic in persuasive communication, cultural approach. Indirectly, Darul Hijrah offered a traditional solution about doing a ceremony. While economic approach was done before the mosque, by dealing out religious meal and sacrifice meal.