

## ABSTRAK

**Laras Kesuma Masril (1174060043). Pengaruh Advertising Campaign Public Relations Terhadap Brand Awareness (Studi Penelitian Program “Dapur GasKita” PT. Perusahaan Gas Negara di Tokopedia).**

Penelitian ini bertujuan untuk mengetahui pengaruh *advertising campaign Public Relations* terhadap *brand awareness* yang dilakukan oleh PT. Perusahaan Gas Negara serta seberapa besar pengaruhnya. Paradigma penelitian yang digunakan adalah *positivm* dengan metode kuantitatif dan menggunakan riset survei atau kuesioner dan observasi sebagai metode pengumpulan data. Jumlah sampel pada penelitian adalah 100 orang responden yang ditentukan dengan rumus Lemeshow. Analisis hasil data yang digunakan adalah teknik analisis uji regresi linier sederhana, uji hipotesis, dan uji koefisien determinasi yang diolah menggunakan SPSS versi 23.

Penelitian menghasilkan persamaan regresi  $Y = 5,344 + 0,790X$  dengan hasil uji Anova memperoleh nilai sig.  $0,000 < 0,05$ , yang artinya terdapat pengaruh yang signifikan antara program *advertising campaign Public Relations* terhadap peningkatan *brand awareness* PT. Perusahaan Gas Negara. Besar nilai koefisien determinasi diketahui 0,544 atau sama dengan 54,4%.

Hasil pengujian regresi antar dimensi pada variabel X (*advertising*) terhadap variabel Y (*brand awareness*) menunjukkan besar pengaruh dimensi kognitif variabel *advertising* terhadap *brand awareness* adalah sebesar 49,1%, hasil regresi dimensi afektif dari variabel *advertising* berpengaruh sebesar 37,2% terhadap *brand awareness*, dan hasil regresi dimensi konatif dari variabel *advertising* memiliki pengaruh 52,7% terhadap *brand awareness* PT. Perusahaan Gas Negara.

Hasil pengujian regresi variabel X (*advertising*) terhadap dimensi variabel Y (*brand awareness*) menunjukkan besar pengaruh variabel *advertising* terhadap dimensi *brand recognition* pada variabel *brand awareness* adalah sebesar 43%, hasil regresi variabel *advertising* terhadap dimensi *brand recall* pada variabel *brand awareness* berpengaruh sebesar 48,2%, hasil regresi variabel *advertising* terhadap dimensi *purchase* pada variabel *brand awareness* memiliki pengaruh sebesar 52%, dan hasil uji regresi variabel *advertising* terhadap dimensi *consumption* pada variabel *brand awareness* adalah sebesar 48,2%. Simpulan penelitian menunjukkan adanya pengaruh signifikan dari program “Dapur GasKita” terhadap *brand awareness* PT. Perusahaan Gas Negara.

Kata Kunci: *Advertising, Brand Awareness, Public Relations.*

## **ABSTRACT**

**Laras Kesuma Masril (1174060043). *The Influence of Advertising Campaign Public Relations on Brand Awareness (Research Study Program "Dapur GasKita" PT. Perusahaan Gas Negara at Tokopedia).***

*This research aims to find out the influence of public relations advertising campaign on brand awareness conducted by PT. State Gas Company and how much influence it has. The research paradigm used is positivism with quantitative methods and uses survey research or questionnaires and observations as a method of data collection. The number of samples in this study was 100 respondents who were determined by the Lemeshow formula. Analysis results of the data used in this study is a simple linear regression analysis technique processed by using SPSS version 23.*

*This research resulted in a regression equation  $Y = 5,344 + 0,790X$  with the results of the Anova test obtaining a sig value  $0,000 < 0,05$ , which means that there is a significant influence between the Public Relations advertising campaign program on brand awareness of PT. Perusahaan Gas Negara. The value of the coefficient of determination is known to be 0,544 or equal to 54,4%.*

*The results of inter-dimensional regression testing on variable X (advertising) against variable Y (brand awareness) showed the large effect of the cognitive dimension of advertising variables on brand awareness was 49.1%, the results of affective dimension regression of advertising variables had an effect of 37.2% on brand awareness, and the results of conative dimension regression of advertising variables had an effect of 52.7% on brand awareness PT. Perusahaan Gas Negara.*

*The results of variable regression test X (advertising) on variable dimension Y (brand awareness) showed the large influence of advertising variables on brand recognition dimensions on brand awareness variables was 43%, the results of regression of advertising variables to brand recall dimensions on brand awareness variables had an effect of 48.2%, the regression results of advertising variables to purchase dimensions on brand awareness variables have an effect of 52%, and the results of advertising variable regression tests on consumption dimensions on brand awareness variables are 48.2%. The conclusion of the study shows the significant influence of the program "Dapur GasKita" on brand awareness of PT. Perusahaan Gas Negara.*

*Keyword:* Advertising, Brand Awareness, Public Relations.