

ABSTRACT

THE INFLUENCE OF CONSUMER PERCEPTION TOWARDS CORPORATE IMAGE OF GARUDA INDONESIA AFTER THE EMERGENCE OF RIUS VERNANDES'S VLOG

Every company needs a positive image in the midst of increasingly fierce competition. Image is an achievement or reputation to be achieved by public relations as an institution. Image evaluation is very abstract, then the form of the image can be felt from the results of the assessment of good or bad, such as positive or negative responses from public perceptions of each policy taken by the organization or company. Therefore, the purpose of this research is to find out how much the influence of consumer perceptions towards corporate image of Garuda Indonesia company after the emergence of the Rius Vernandes's vlog. The population in this study is Garuda Indonesia's consumer and the sample taken using probability sampling is a hundred of Garuda Indonesia's consumer who know about the vlog case of Rius Vernandes. The method of data analysis in this study uses simple linear regression analysis. The results obtained that there is influence of consumer perception towards the company image of Garuda Indonesia after the emergence of Rius Vernandes's vlog.

Keyword: public relations, corporate image, consumer perceptions, vlog.