

ABSTRAK BAHASA INGGRIS

Abstract

Banban Tea is a tea beverage brand that uses social media as a medium for publication and information on their products. This study was conducted with the aim of analyzing how Banban Tea as a food industry through Public Relations activities, by utilizing the social media platform Intagram in Tiktok to shape its brand image. The qualitative approach is the method used by researchers in analyzing how to use social media as a public relations strategy to build a brand image on the Banban brand. This study uses two theories as the basis, namely the 4C theory of social media use by Chris Heuer (2010) i.e. Context, Communications, Collaborations and Connections, and brand image theory according to Freddy Ranguti (2009) i.e. Recognition, Reputation, Affinity and Loyalty. This study uses three data collection methods, namely interviews, observation and documentation as research data collection techniques, as well as using data analysis with a coding and categorization process, the coding process is carried out through three stages, open coding, axial coding, and selective coding. Banban can increase the similarity of consumer perceptions with brands that help build a more responsive image so that consumers feel closer through features that can be maximized on social media.

Keywords: Banban, brand image, food industry, public relations, social media