

ABSTRACT

In today's digital era, technology is developing rapidly. Humans produce new lifestyle trends that cannot be separated from the existing electronic technology tools. Today's technological tools can meet and assist human needs and make it easier for humans to carry out any activity. The digital culture of the Indonesian people is very fast in embracing these technological developments. According to We Are Social data (2022), the proportion of internet and social media users in Indonesia in 2022 based on the results on the datareportal.com website, there are 204.7 million or 73.7% of internet users of the total population in Indonesia as of February 2022. PT Unilever Indonesia Tbk takes advantage of the current digital era, as evidenced by the several social media platforms used by PT Unilever Indonesia to provide information to the public, especially in conveying campaign activities carried out by PT. Unilever Indonesia, Tbk. refers to one of the activities of Public Relations (PR) practice. In forming Unilever's environmentally friendly image, of course, a digital campaign is needed through social media that Unilever uses, such as Instagram, website, Youtube, Twitter, and Facebook as a means of digital campaign Every U does Good. The purpose of this study was to find out how much influence digital campaigns have on the formation of an environmentally friendly image of the Unilever brand. The method used in this study is a quantitative method using surveys or questionnaires. Sampling used a non-probability sampling method with purposive sampling of 100 respondents who are know the digital campaign Every U does Good. Based on the research results on the normality test, this research is normally distributed. In the partial hypothesis test (t test) in this study there is a significant influence of communicator credibility on changes in people's attitudes.

Keyword: Digital Campaign “Every U does Good”, Image Formation