

Pengaruh brand image Pond's terhadap minat khalayak Pond's Institute (studi pada khalayak Pond's Institute pada bulan Juli-September 2011) =
The Effect of Pond's brand image towards the interest of Pond's Institute's audiences (study at Pond's Institute's audiences in July to September 2011)

Pudji Ardinta Assyura, author

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Abstrak

PT Unilever Indonesia Tbk pada bulan Februari 2011, resmi membuka Pond's Institute sebagai tempat perawatan kecantikan kulit wajah. Penelitian ini bertujuan untuk menganalisis pengaruh brand image Pond's terhadap minat khalayak Pond's Institute. Konsep yang digunakan dalam penelitian ini adalah Marketing Public Relations (MPR), brand image, dan minat. Penelitian ini menggunakan paradigma positivis, pendekatan kuantitatif dan bersifat eksplanatif. Survey dilakukan kepada khalayak Pond's Institute. Pada penelitian ini ditemukan adanya pengaruh yang cukup kuat antara brand image dan minat khalayak.PT. Unilever Indonesia Tbk, in February 2011 officially opened the Pond's Institute as a place of beauty care for facial skin with the beautician who are experts in the field of facial beauty. This study aims to analyze the influence of brand image to the interest of the audiences. Concept used in this study is Marketing Public Relations (MPR), brand image, and audience interest. This research uses a positivist paradigm, quantitative approach and is explanative. Survey carried out to Pond's Institute's audiences. As a result, this study found a fairly strong influence between the effect of Pond's brand image towards the interest of Pond's Institute.