

# Analisis sikap wartawan pada kegiatan kemediaan marketing public relations PT. Lenovo Indonesia = Analysis of journalist attitude on the activity of marketing public relations media activity of PT. Lenovo Indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20413567&lokasi=lokal>

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## Abstrak

[Kegiatan PT Lenovo Indonesia meluaskan pemasaran pengaruh serta kekuatan citra perusahaan kepada konsumen melalui kegiatan kemediaan marketing public relations yang ditujukan kepada wartawan merupakan ujung tombak media Penelitian ini bertujuan untuk meneliti sikap wartawan agar perusahaan dapat melakukan kegiatan kemediaan marketing public relations yang tepat dan wartawan memberikan publisitas yang menguntungkan bagi konsumen maupun perusahaan Penelitian ini menggunakan pendekatan kuantitatif dilakukan dengan survei kepada 115 orang wartawan Hasil penelitian menunjukkan bahwa dimensi kognitif dan afektif dari sikap wartawan memiliki mean yang dikategorikan sebagai Sangat Tinggi dan dimensi konatif dari sikap wartawan memiliki mean yang dikategorikan sebagai Tinggi.

.....Activities of PT Lenovo Indonesia to broaden marketing influence and power of the company 39 s image to consumers via marketing public relations media activities aimed to journalists are important parts of media. This study aimed to investigate the attitude of journalists so that the company can conduct marketing public relations media activities right and journalists deliver favorable publicity for consumers and companies This study uses a quantitative approach performed by conducting a survey to 115 journalists. The results showed that cognitive and affective dimensions of attitudes journalists have a mean which is categorized as Very High value and conative dimensions of an attitude of the journalists has a mean which is categorized as High value. ;Abstract Activities of PT Lenovo Indonesia to broaden marketing influence and power of the company 39 s image to consumers via marketing public relations media activities aimed to journalists are important parts of media This study aimed to investigate the attitude of journalists so that the company can conduct marketing public relations media activities right and journalists deliver favorable publicity for consumers and companies This study uses a quantitative approach performed by conducting a survey to 115 journalists The results showed that cognitive and affective dimensions of attitudes journalists have a mean which is categorized as Very High value and conative dimensions of an attitude of the journalists has a mean which is categorized as High value Keyword attitude journalists attitude journalists marketing public relations , Abstract Activities of PT Lenovo Indonesia to broaden marketing influence and power of the company 39 s image to consumers via marketing public relations media activities aimed to journalists are important parts of media This study aimed to investigate the attitude of journalists so that the company can conduct marketing public relations media activities right and journalists deliver favorable publicity for consumers and companies This study uses a quantitative approach performed by conducting a survey to 115 journalists The results showed that cognitive and affective dimensions of attitudes journalists have a mean which is categorized as Very High value and conative dimensions of an attitude of the journalists has a mean which is categorized as High value Keyword attitude journalists attitude journalists marketing public relations ]