

Strategi media relations Wuling motors Indonesia dalam membentuk citra positif merk Wuling di Indonesia (studi terhadap media otomotif di DKI Jakarta, Indonesia) = Wuling motors Indonesia media relations strategy to create positive image about Wuling brand in Indonesia (a study of automotive media in DKI Jakarta, Indonesia)

Fadli Arfi, author

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Abstrak

ABSTRAK

Strategi media relations telah lama dipercaya sebagai salah satu cara untuk membangun citra image positif suatu produk atau perusahaan. Dalam industri otomotif, media relations sudah sejak lama dimanfaatkan untuk membantu membangun citra positif dan pengetahuan terhadap suatu produk otomotif tersebut. Jurnal ini akan membahas bagaimana strategi media relations yang dilakukan oleh Wuling Motors Indonesia selaku Agen Tunggal Pemegang Merk untuk membentuk citra positif merk Wuling di Indonesia.

ABSTRACT

Media relations strategy is a strategy that long well known as an effective strategy to build a strong emotion between a company and media and very useful to build brand knowledge. In automotive industry especially four wheel like car, bus, etc, media relations is also take an important part to building a positive image and good brand knowledge. This journal will discuss how media relations strategy undertaken by Wuling Motors Indonesia as Single Agent Brand to building a positive image about Wuling brand in Indonesia.