

Analisis Manajemen Reputasi Melalui Kampanye "Dream Gap Project" Oleh Mattel, Inc = Analysis of Mattel, Inc's Reputation Management Through The "Dream Gap Project" Campaign

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Abstrak

Dream Gap Project merupakan inisiatif yang dilakukan secara global oleh salah satu brand perusahaan Mattel, yaitu Barbie. Program yang telah membantu banyak anak perempuan untuk mencapai potensi terbaiknya melalui pemberian sumber daya, inspirasi, serta bentuk dukungan lainnya dikomunikasikan melalui berbagai medium komunikasi, baik yang dimiliki Mattel (Owned Media) maupun yang diperolehnya (Earned Media). Sebagai upaya manajemen reputasi yang dilakukan, program komunikasi kampanye Dream Gap Project yang dilakukan Mattel dianalisis menggunakan konsep manajemen reputasi untuk melihat performa keuangan, penambahan nilai produk bagi konsumen, dan tingkatan kepedulian sosial. Berdasarkan analisis, manajemen reputasi yang dilakukan perusahaan telah berkontribusi positif kepada peningkatan penjualan. Dream Gap Project yang turut memberikan donasi dan kerja sama dengan sejumlah mitra sesuai dengan dasar manajemen reputasi, yaitu tingkat kepedulian sosial. Melalui diversifikasi produk, Mattel telah menambahkan nilai terhadap produk yang dibeli konsumen. Tingkatan elaborasi rendah pada konteks manajemen reputasi diimplementasikan Mattel melalui peningkatan awareness kampanye, tingkatan elaborasi sedang dilakukan melalui narasi kampanye, dan tingkatan tinggi dilakukan melalui kolaborasi dengan mitra.

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Dream Gap Project is an initiative carried out globally by one of Mattel's corporate brands, namely Barbie. This program which have helped girls reach their full potential through resources, inspiration, and other forms of support are communicated through a variety of communication mediums, both owned by Mattel (Owned Media) and earned (Earned Media). As a reputation management effort, Mattel's Dream Gap Project campaign communication program was analyzed using reputation management concepts to look at the company's financial performance, product value addition for consumers, and social responsiveness. Based on the analysis, the company's reputation management has contributed positively to the increase in sales. Dream Gap Project which also provided donations and collaboration with a number of partners in accordance with the basis of reputation management, namely the level of social responsiveness. Through product diversification, Mattel has added value to the products consumers buy. The low level of elaboration in the context of reputation management is implemented by Mattel through increasing campaign awareness, the level of elaboration is being done through campaign narrative, and the high level is done through collaboration with partners.