

**ENHANCING IMAGE THROUGH IMPLEMENTING EFFECTIVE MEDIA
COMMUNICATION
(A CASE STUDY OF “XYZ”)**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT
ENHANCING IMAGE THROUGH IMPLEMENTING EFFECTIVE MEDIA
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Brand image is one element of the brand and also one of the most important factors that could affect the company's success. It is based on the quality that consumers associate with a particular brand that is expressed in human behavior. It should be noted that the brand image is not inherent in the brand name but is created and influenced by media communication channel. In this study, the researcher would like to enhance the image of “XYZ” in Jakarta. The main purpose of this research is to evaluate the image of “XYX” in Jakarta.

Likert variable is used by researchers in this study to measure the level of consumer agreement to the statement in the questionnaire. The SPSS version 20.0 and AMOS 18.0 is used, to test the validity and reliability, and to analyse the collected questionnaires.

The result shows that the image of “XYZ” in Jakarta is good. Effectiveness, Efficiency and Empathy is the most influence element on Image. The most effective Media Communication is Social Network. And lastly, the researcher also finds that there is a correlation between image and media communication.

Keywords: image, media communication, influence, effective.

DEDICATION

First of all, I dedicate this thesis to Jesus Christ. His love, power and guidance, encourage me and support me to finish this thesis on time. This thesis is dedicated for the glory of His name.

Then I also dedicate this thesis to GBI Keluarga Allah. I love this church. I am proud to be the member of GBI Keluarga Allah. And I pray, this thesis would be useful for the growth of this church.

I also would like to dedicate this thesis to my beloved family and friends for their support, motivation, understanding and love.

And the last, I give my dedication to Mrs. Dibia Abduh, Mr. Junaedi Sinaga, and Dr. rer.nat. Linus Pasasa, for their concern, patience, and especially for the devotion of their valuable time during writing of my thesis.



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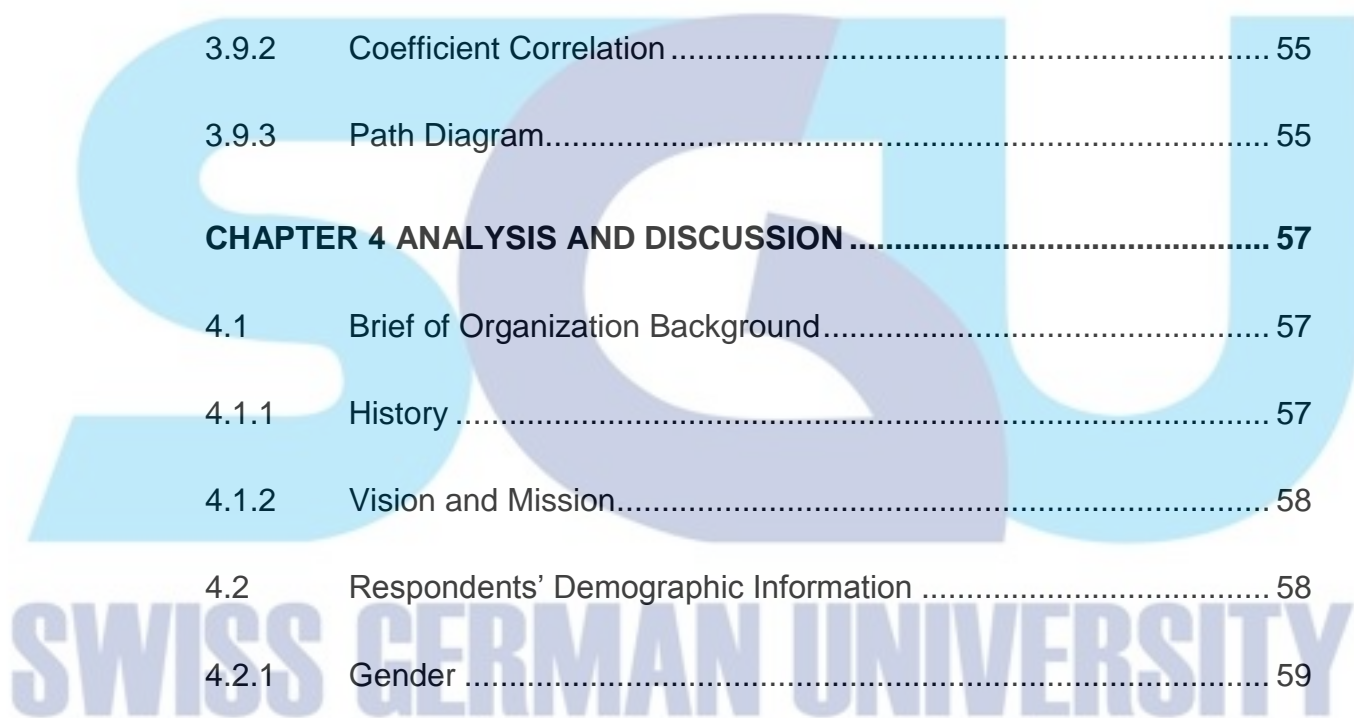
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