ANALYZING THE EFFECTIVENESS OF PUBLIC RELATIONS STRATEGY OF TATA MOTORS INDONESIA TO INCREASE ITS POSITIVE CORPORATE IMAGE

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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, it 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

ANALYZING THE EFFECTIVENESS OF PUBLIC RELATIONS STRATEGY OF TATA MOTORS INDONESIA TO INCREASE ITS POSITIVE CORPORATE IMAGE

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The number of passenger cars had increased from 1.7 million in 1993 to 11.4 million in 2013. In addition, the increasing middle-class number in Indonesia makes it possible for the number to keep rising. This can be seen as opportunity for foreign industry to enter Indonesia, not to mention from the automotive industry. One of the new comers in the automotive market is an automotive manufacturing company from India, Tata Motors Limited. Tata Motors Limited is one of the world's largest commercial vehicle manufacturers. They have a long-term commitment to create Indonesia their second largest market after India. Before reaching their main mission in Indonesia, in the initial year, it is important for a new brand to develop their corporate image. The result of this research shows that Tata Motors Indonesia is successful in achieving two corporate images that they are pursuing, in three years of officially entering Indonesia.

Keywords: public relations, public reations strategy, image, corporate image, Tata Motors Limited, Tata Motors Indonesia, India.

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DEDICATION

I dedicate this thesis to my family and Tata Motors Indonesia.

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