

PROCEEDING OF MERCU BUANA INTERNATIONAL CONFERENCE ON COMMUNICATION SCIENCE 2022
SOCIETY EMPOWERMENT AMIDST THE NEW NORMAL:
COMMUNICATION, SOCIO-CULTURAL, POLITICAL, ECONOMIC, AND TECHNOLOGICAL PERSPECTIVES

CORPORATE AND MARKETING COMMUNICATION

KUTABALI, 2ND – 3RD NOVEMBER 2022



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JAKARTA INDONESIA

CORPORATE AND MARKETING COMMUNICATION

MAGISTER OF COMMUNICATION SCIENCE
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FOREWORD

This book contains various topics of discussion from Mercu Buana International Conference on Communication Science (MICoCS). MICoCS is an academic event hosted by the Master Program at the Faculty of Communication Science, Universitas Mercu Buana, Jakarta, Indonesia. The conference will be held covering the main theme of Society Empowerment amidst the New Normal: Communication, Socio-Cultural, Political, Economic, and Technological Perspectives. The theme was constructed based on the current situation of the Pandemic Covid-19 that has brought society in the whole world into a shifting of social communication and interactions as well as every aspect of the economy, politics, and healthcare industry.

The Pandemic has not been over yet. However, we have to manage to adapt to the changes that occurred and adopt the digital technology that could facilitate our activities. Thus, the advancement of technology has bridged all aspects of communication activity during and in the post-pandemic era; education, healthcare, politics, and the economy are mediated and become a collection of contemporary issues that explores new areas, redefine former concepts, and propose discourses over communication theories, and portrays a new scene upon the edge of the global crisis by Covid-19 pandemic. Therefore, various topics and sub-topics are discussed from wider perspectives for both academic and practical purposes.

This conference provided an excellent international forum for sharing knowledge and research outcomes in theoretical and practices as well as social and industrial applications. The conference invites delegates from across Indonesia and neighboring countries with similar interests in research. The diverse interdisciplinary point of view will be shared and discussed thoroughly among scholars. The conference will be a source of valuable ideas and possible collaboration to encourage social empowerment during and post-pandemic era and to ensure that society is able to adapt to the New Normal by adopting digital technology as part of their communication tools.

Therefore, the wide range of research topics has given promising opportunities to engage with a wide range of academics, as well as general readers, and widen their horizons of constructive and critical thinking. This book also promotes ideas and point of view in communication science that relates to the advancement of digital technology, the transformation of technological society who are literate and critical, as well as considering the development of sociocultural and political-economy aspects of the social environment in facing the new normal.

PREFACE

The main theme of this book is corporate and marketing communications. The articles provided are covering topics regarding corporate and marketing communications, tourism communications, and health communications. This book offers a wide range of perspectives from research-based sources of arguments. The discussion reflects the development of research areas in communication science and the maturity of the methodological application. The authors of the articles in this book come from various institutions with reputable expertise. With that, this book promotes ideas and point of view in communication science that relates to the advancement of digital technology, and the transformation of a technological society who are literate and critical.

INTRODUCTION

This book covers topics related to corporate and marketing communication and health communication. The topics are divided into two clusters of discussion as follows:

Corporate and marketing communication:

The corporate and marketing communication topic covers discussion on communication strategy for implementing the CSR program for School Development, the effect of the promotional communication mix, marketing communication strategy in maintaining customer, food as identity and village branding, phenomena of formal and non-formal communication in the insurance business, communication strategy for NGO, the creativity of promotional mix on the salesperson team, the value of marketplace advertising, the brand image of local product, PR crisis management, marketing communication strategy for event, management of customer journey, digital communication management planning, the exploration of city branding concept, implementation of Corporate Social Responsibility for community development, and leadership model in improving organizational performance.

Health communication:

The health communication topic highlights the discussion regarding The Effect of the Public Relations Role of the Committee for Handling COVID-19 and National Economic Recovery on the Adaptation of New Habits of the Jakarta People during the COVID-19 Pandemic.

The issues discussed in each article will give a wider understanding and perspectives for all readers and contribute to the future research and development of studies in communication science.

TABLE OF CONTENTS

FOREWORD	v
PREFACE	vi
INTRODUCTION	vii
CORPORATE AND MARKETING COMMUNICATION	1
COMMUNICATION STRATEGY IMPLEMENTING SCHOOL DEVELOPMENT PROGRAM FOR CORPORATE IMAGE BSD CITY Gadis Octory	3
THE EFFECT OF PROMOTIONAL COMMUNICATION MIX, PERCEIVED VALUES, AND BRAND IMAGE ON REPURCHASE INTENTION Tommy Ajrul Na'im, Elly Yuliawati	15
MARKETING COMMUNICATION STRATEGY IN MAINTAINING CUSTOMERS' INTEREST DURING THE COVID-19 PANDEMIC Case study on Waffelicious in Kalibata City Square Bari Santoso, Irmulansati Tomohardjo	29
FOOD AS IDENTITY AND VILLAGE BRANDING OGAN ILIR Case Study of Pindang Pegagan in Meranjat III Village, South Indralaya District, Ogan Ilir Regency, South Sumatra Sumarni Bayu Anita, Lishapsari Prihatini, Budi Santoso	46
COMMUNICATION PHENOMENON OF ROLE AND FUNCTIONS OF WORK UNIT OF INSURANCE BROKERS AT PT. TALISMAN INSURANCE BROKERS IN YEAR 2022 Wiswan, Heri Budianto	62
MICRO ENTERPRISE DIGITAL MARKETING STRATEGY USING INSTAGRAM AND WHATSAPP DURING THE COVID-19 PANDEMIC Luciana Retno Prastiwi	72
THE AIDS HEALTHCARE FOUNDATION'S INTERPERSONAL COMMUNICATION TO REDUCE STIGMA, DISCRIMINATION, AND LOST TO FOLLOW UP PLWHA A Case study Bali Province period 2021 Rangga Kurnia Sakti, Heri Budianto	86
CREATIVITY OF PROMOTIONAL MIX ON THE SALESPERSON TEAM OF SMARTPHONE RETAIL COMPANIES DURING THE COVID-19 PANDEMIC Iis Mardiansyah, Yoyoh Hereyah	109

THE VALUE OF MARKETPLACE ADVERTISING NATIONALISM IN THE WORLD OF 2D ANIMATION Hayu Lusianawati, Khairul Syafuddin	109
THE INFLUENCE OF BRAND AMBASSADOR CHARISMA ON PRODUCT IMAGE Survey on the Influence of Najwa Shihab as Brand Ambassador on Nah Project's Sneakers Prida Ariani Ambar Astuti, Katharina Georgina	121
TRAVELOKA PR CRISIS MANAGEMENT IN DEALING WITH CUSTOMER COMPLAINTS REGARDING REFUND PERIOD APRIL 2020 – DECEMBER 2020 Muhammad Aditya; Suraya Mansur; Marwan Mahmudi	134
EVENT AS A FORM OF HANDICRAFT PRODUCT MARKETING COMMUNICATION STRATEGY Jaka Wilantara, Ahmad Mulyana	148
MANAGEMENT OF CUSTOMER JOURNEY AND STORE ATMOSPHERE FOR MSMES IN TANGERANG CITY IN BUILDING CUSTOMER SATISFACTION IN THE NEW NORMAL ERA Yoyoh Hereyah, Rika Yessica Rahma, Diah Wardhani	159
DIGITAL COMMUNICATION MANAGEMENT PLANNING, ACTIVITIES AND EVALUATION OF TANGERANG CITY GOVERNMENT IN INCLUSIVE AND SUSTAINABLE ECONOMIC RECOVERY IN TANGERANG Saktisyahputra, Yuli Evitha, Degdo Suprayitno, Rd Dancu Lokita Pramesti Dewi, Nadiah Abidin	172
THE EXPLORATION OF PONTIANAK CITY BRANDING CONCEPT THROUGH THE REVITALIZATION OF KAPUAS RIVER Lishapsari Prihatini, Agustin Rozalena, Syakbanuddin, Alfan Muttaqin	181
PT KERETA API INDONESIA'S STRATEGY IN IMPLEMENTING CORPORATE SOCIAL RESPONSIBILITY FOR COMMUNITY DEVELOPMENT Hamzah, Iman Kurniawan, Andy Alfatih, R.A. Wulantari, Budi Santoso	198
ANALYSIS OF AGILE LEADERSHIP MODEL IN IMPROVING ORGANIZATIONAL PERFORMANCE AT GRIYA HUSADA CLINIC, BEKASI Bambang Dwi Hartono, Rusmiati, Firman Muhammad A.A.	210
IDN LIVE'S MARKETING PUBLIC RELATIONS STRATEGY FOR INCREASING BRAND AWARENESS Buchori Muslim; Melly Ridaryanthi	216

HEALTH COMMUNICATION	225
AMAN (ALLIANCE OF NUSANTARA INDIGENOUS PEOPLE) PUBLIC RELATIONS COMMUNICATION IN THE COVID-19 VACCINE PRIORITY PROGRAM Fatimah, Ramdhanía El Hida	227
THE EFFECT OF THE PUBLIC RELATIONS ROLE FOR HANDLING COVID-19 AND NATIONAL ECONOMIC RECOVERY ON THE ADAPTATION OF NEW HABITS AMONG JAKARTA PEOPLE DURING THE COVID-19 PANDEMIC Ahmad Fachrul Ali, Yoyoh Hereyah	235
WILL TEMPORARY DEPRIVATION FROM PHYSICAL INTERACTION MAKE YOU ANXIOUS? Understanding Loneliness and Anxiety Among Students Nurul Rashidah binti Mohamed Roseli, Muhammad Shuib bin Rosli	244
EDITOR'S PROFILE	259

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