

ABSTRACT

Use of Sport Influencer as A Means to Build PB Jaya Raya Brand Image (Qualitative Descriptive Study of Greysia Polii and Apriyani Rahayu's Victory at the 2020 Tokyo Olympics)

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Greysia Polii and Apriyani Rahayu's victory at the 2020 Tokyo Olympics brought benefits to PB Jaya Raya and Indonesia. As a club that fosters Greysia Polii / Apriyani Rahayu, PB Jaya Raya in its marketing activities makes Greysia Polii and Apriyani Rahayu sports influencers. This study aims to determine the use of sports influencers as a means to build PB Jaya Raya's Brand Image by using the concepts of Sports Influencer, Source Credibility Model, SOSTAC, PESO Model, and Brand Image. This research uses a descriptive method with a qualitative approach. Data collection techniques by conducting interviews with informants according to predetermined criteria, documentation and literature. Test the validity of the data using confirmability techniques. The data analysis process uses the coding method. The results of the study found that PB Jaya Raya in building its image after the victory of Greysia and Apriyani was by carrying out branding activities such as creating joint content and obtaining publications from external parties. PB Jaya Raya has also been successful in its activities with sports influencers in building a brand image seen from applicants' interest in PB Jaya Raya. Future research is expected to be able to examine from the consumer side of PB Jaya Raya with a quantitative method to see whether PB Jaya Raya has succeeded in building its brand image.

Keywords: Sport Influencer, SOSTAC, Brand Image, PB Jaya Raya

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