

THE INFLUENCE OF PUBLIC RELATIONS CAMPAIGN ACTIVITIES ON CORPORATE IMAGE (A CASE STUDY ON "SHOPEE DARI RUMAH" CAMPAIGN IN EMERGENCY PPKM PERIOD)

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ABSTRACT

During the covid-19 pandemic in 2021 in Indonesia, President Joko Widodo imposed an Emergency PPKM. As a result, people are hampered to travel. It is a consideration of Shopee to make it easier for people to shop by holding public relations campaign activities "SHOPEE DARI RUMAH" by being a factor in forming a good company image. This research uncovered whether public relations campaign activities "SHOPEE DARI RUMAH" influence Shopee's corporate image. In this study, two variables will be tested using public situational theory. This research approach is quantitative with survey methods, then the data obtained will be tested for validity, reliabilities, and normality. Data analysis technique using a simple linear regression test. The information contained in the public relations campaign activity "SHOPEE DARI RUMAH" changed the attitudes and behavior of the community and its audience so that Shopee company gained a good reputation and reputation. Produce a good image for Shopee for its community and audience.

Keywords: *Public relations, campaigns, corporate image, public situational theory, shopee*

1. PREFACE

During the covid-19 pandemic in 2021 in Indonesia, President Joko Widodo imposed an Emergency PPKM. Emergency PPKM is considered effective in reducing the number of covid-19 patients in Indonesia. However, behind the effectiveness of the enactment of emergency PPKM, there are obstacles to shopping for daily needs and become the significant impact felt by the community. These obstacles are a consideration for Shopee can help make it easier for people to do shopping activities for daily needs.

Shopee held a public relations campaign called "SHOPEE DARI RUMAH." This "SHOPEE DARI RUMAH" campaign activity is carried out as a form of effort and solution so that the community can meet daily needs safely and comfortably, especially when the Emergency PPKM is enacted [1]. This campaign activity is carried out in the official application of Shopee. This campaign activity is also carried out as a form of public relations communication techniques carried out to achieve the goals of Shopee.

Based on the background above, researchers are interested in conducting more in-depth research on whether the influence of public relations campaign activities on the corporate image. The study was conducted at the e-commerce company Shopee. This research was conducted to uncover whether public relations campaign activities "SHOPEE DARI RUMAH" influence Shopee's corporate image.

Based on the background that has been outlined above, the formula of the problem that can be taken is whether there is an influence of public relations campaign activities "SHOPEE DARI

RUMAH" on Shopee's corporate image? The purpose of this study is to find out the presence or absence of influence of public relations campaign activities "SHOPEE DARI RUMAH" on Shopee's corporate image.

With the benefit of academic research to make academic contributions in the development of communication science in all fields, especially those related to the topic of public relations campaigns and corporate imagery. Second, it is expected to be a useful academic document for the academic community. Third, this research is expected to be a reference for students who conduct research on the topic of public relations campaigns and corporate imagery. While practically, this research is expected to be a reference and input for Shopee companies in knowing the relationship between campaign activities carried out and the company's image. Second, this research is expected to help companies know the importance of campaign activities for the company's image. Third, this research is expected to add insight and knowledge of readers, especially on the topic of public relations campaign activities and corporate image.

Public relations campaign

According to Ruslan, the public relations campaign, in a narrow sense, aims to increase awareness and audience knowledge of the campaign against a company's activities to create positive perceptions and opinions of the image of the company [2]. According to Ruslan, public relations campaigns are carried out to achieve the goal of public relations campaign activities, namely a good image in front of the audience [3]. Public relations campaign activities are carried out with the aim of public awareness, which is to create audience awareness of activities related to the welfare of their audience. Offer information, which provides in-depth information about public relations campaign activities to audiences who care about the campaign activities. Public education is the ability of practitioners of public relations campaign activities to provide knowledge to the audience with an emotional approach. Reinforce the attitude and behavior, which is a public relations campaign activity, must be able to strengthen values to influence and change the audience's behavior with the approval of the organization.

In this study, the organization held public relations campaign activities to facilitate its audience in shopping activities during emergency PPKM. Public relations campaign activities held in the form of a campaign "SHOPEE FROM HOME". This public relations campaign activity is carried out as a form of public relations activities with the aim of increasing awareness and public knowledge about the organization.

Corporate image

The company's image is an important aspect that an organization should have. A company image is a picture of an organization that is known to its audience. Without a corporate image an organization will not be able to achieve its goals. Corporate image is the perception of the audience about an organization [4]. Shopee conducts engaging campaign activities so that these activities are expected to form an excellent corporate image in front of the people of Indonesia. According to Flavian, the corporate image results from a collection of processes comparing indicators owned by a company [5]. According to Harrison, forming the corporate image is Personality, Reputation, Value, Corporate identity [6].

Personality is the character of an organization known to its audience, such as a trustworthy organization, a socially responsible organization. Reputation is the result of the work of an organization that is known, accepted, and believed by its audience. Value is the value of a company, the inherent customs or culture, like a company culture that cares about its customers

and employees. Corporate identity is basic knowledge and information received and known to the public.

Public situational theory

Public situational theory initiated by James E. Grunig is a theory used to identify an active audience of organizations related to issues and crises. In this theory, the audience will be identified based on the audience's behavior, attitude, and ethics of communication [7]. This theory helps identify the attitudes and behaviors of the audience to ensure that public relations campaign activities are following the needs of their audience [7]. Public situational theory is used to identify the attitudes and behaviors of active audiences towards the organization's activities [7]. Using this theory, the authors wanted to identify the attitudes and behaviors of active audiences towards the activities of the "SHOPEE DARI RUMAH" public relations campaign.

2. RESEARCH METHOD

In this study, researchers used quantitative research with survey methods to test hypotheses based on the causal relationship of both variables, namely public relations campaign activities and corporate image. Researchers use this method because this method is straightforward and easily disseminated through the internet and social media. The population in this study was Shopee application users, who numbered 834,540,000 users in the period August 2021 [8]. Researchers will use nonprobability sampling techniques.

In this nonprobability sampling technique, researchers will use a purposive sampling approach. Researchers use the purposive sampling approach because researchers want to obtain a sample of active users of the Shopee application at the age of 15 to 35 years. After all, that age is consumptive [9], active users of Shopee application, and know the campaign's activities "SHOPEE DARI RUMAH." Researchers use this criterion because researchers want to obtain samples representing the population in this study. The number of samples to be used is calculated using the Slovin formula.

In this study, researchers will collect primary data through questionnaires to 100 respondents. They will be disseminated using google forms with a Likert scale and secondary data through relevant reference books, online sites, online journals, and reference thesis previous research. Researchers will process data that has been grouped using statistical product and service solutions (SPSS) program version 28. The data analysis technique used in this study is a simple linear regression analysis, which is a test used to determine the relationship of variables (X) to variables (Y) [10]. It will also use the T-test to test the effect of the special relationship between variables (X) against variables (Y) [10]. Researchers will test the validity of the data using validity tests, reliability tests, and normality tests.

3. RESULT AND DISCUSSION

The validity test, the result of variables X and Y, states the data obtained is valid. Judging from the validity test results, that say r calculates the $> r$ of the table with a significance value of < 0.05 .

Table 1

The Results of Variable X Validity Test (Public Relations Campaign Activities)

Variable	R-Count	R-Table	Sig	Explanation
X1	0.517	0.196	0.001	Valid
X2	0.550	0.196	0.001	Valid
X3	0.596	0.196	0.001	Valid
X4	0.621	0.196	0.001	Valid
X5	0.746	0.196	0.001	Valid
X6	0.721	0.196	0.001	Valid
X7	0.721	0.196	0.001	Valid
X8	0.708	0.196	0.001	Valid
X9	0.638	0.196	0.001	Valid
X10	0.705	0.196	0.001	Valid
X11	0.734	0.196	0.001	Valid

Source: SPSS 28 Processing Results

Based on the Table above, validity testing is assisted by SPSS version 28 against 11 statements from variable X, namely public relations campaign activities distributed to 100 respondents with a significant rate of 5% and R tables with 100 respondents is 0.196. So that the test results are declared valid because the respondent's statement item is said to be valid if the R count is greater than the R table.

Table 2

The Results of Variable Y Validity Test (Corporate Image)

Variable	R-Count	R-Table	Sig	Explanation
Y1	0.764	0.196	0.001	Valid
Y2	0.566	0.196	0.001	Valid
Y3	0.606	0.196	0.001	Valid
Y4	0.504	0.196	0.001	Valid
Y5	0.739	0.196	0.001	Valid
Y6	0.732	0.196	0.001	Valid
Y7	0.738	0.196	0.001	Valid
Y8	0.688	0.196	0.001	Valid
Y9	0.643	0.196	0.001	Valid
Y10	0.675	0.196	0.001	Valid
Y11	0.751	0.196	0.001	Valid
Y12	0.752	0.196	0.001	Valid
Y13	0.766	0.196	0.001	Valid
Y14	0.714	0.196	0.001	Valid
Y15	0.747	0.196	0.001	Valid
Y16	0.764	0.196	0.001	Valid
Y17	0.803	0.196	0.001	Valid
Y18	0.720	0.196	0.001	Valid
Y19	0.601	0.196	0.001	Valid
Y20	0.650	0.196	0.001	Valid
Y21	0.707	0.196	0.001	Valid
Y22	0.595	0.196	0.001	Valid
Y23	0.655	0.196	0.001	Valid
Y24	0.703	0.196	0.001	Valid

Source: SPSS 28 Processing Results

Based on the Table above, validity testing is assisted by SPSS version 28 to 24 statements of variable Y, namely corporate image disseminated to 100 respondents with a significant rate of 5% and R table with 100 respondents are 0.196. So that the test results are declared valid because the respondent's statement item is said to be valid if the R count is greater than the R-table.

Reliability test, the result of reliability test of variables X and Y, state the data obtained reliably. This can be seen from Cronbach's Alpha values variables X and Y which are less than 0.6. Cronbach's Alpha variable value X is 0.872, and Cronbach's Alpha variable value Y is 0.951

Table 3

The Reliability Test Results of Variable X (Public Relations Campaign Activities) and Variable Y (Corporate Image)

Variable	Number of Question	Cronbach's Alpha	Reliability
Public Relations Campaign (X)	11	0.872	Reliable
Corporate Image (Y)	24	0.951	Reliable

Source: SPSS 28 Processing Results

Normality test, normality testing using Shapiro Wilk and Lilliefors test method with exploring function in SPSS program version 28. The normality test results of variables X and Y state that the data obtained is a normal distribution. This can be seen from a significant value that is more than 0.05. The test results above showed a significant value of variable X (public relations campaign activities) of 0.2 and a significant value of variable Y (corporate image) of 0.2. The data of both variables were declared to contribute normally because it was more potent than 0.05.

Figure 1

Normality Test Results

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
total variabel x	.069	100	.200*	.968	100	.017
total variabel y	.066	100	.200*	.965	100	.010

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: SPSS 28 Processing Results

The simple linear regression analysis test, the result of a simple linear regression analysis test in this study, is used to determine the relationship between an independent variable (X) to dependent variable (Y). The equation in the table above is the Constanta value (a) of 46.257, while the value of variable X (public relations campaign activities) is 1.221. So, the regression equation is $Y = 46.257 + 1.221X$.

Figure 2

Simple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	46.257	6.204	7.456	<.001
	total variabel x	1.221	.144	8.462	<.001

a. Dependent Variable: total variabel y

Source: SPSS 28 Processing Results

The t-test results of this study are known to be 8.462 and t-table 1.984, so t-statistics is greater than t-table, then sig value is smaller than 0.05, which is 0.001. Therefore, it can be said that in

the results of the t-test, i.e., H_0 is rejected and H_1 is accepted, meaning that variable X (public relations campaign activities) affects variable Y (corporate image).

Figure 3

t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	46.257	6.204		7.456	<.,001
	total variabel x	1.221	.144	.650	8.462	<.,001

a. Dependent Variable: total variabel y

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Source: SPSS 28 Processing Results

From the respondent's answer analysis results, the dimension that most influences the X variable is the offer information dimension. This can be seen from the number of respondents who answered agreeing as much as 47%. Therefore, it can be concluded that the information provided in public relations campaign activities has the most important influence to change the perception, attitudes, and behavior of people and their audiences. At the same time, the most affected dimensions of variable Y are the corporate identity and reputation dimensions. This can be seen from the number of respondents who answered for the corporate identity dimension with 57% agreeing answers and the number of respondents who responded for the reputation dimension with 50% agreeing. Therefore, it can be concluded that the information shared from public relations campaign activities can affect the reputation and corporate identity of Shopee.

After obtaining respondent questionnaire data on free variables and bound variables, it can be concluded that the public relations campaign activities "SHOPEE DARI RUMAH" conducted by Shopee influence the corporate's image in front of the audience. It can be seen from the perceptions, attitudes, and behaviors that change after the public relations campaign "SHOPEE DARI RUMAH" is carried out. After the public relations campaign "SHOPEE DARI RUMAH" is carried out, the Shopee community and audience can get information about pandemics that require people to limit activities to get out of the house. Because of information about the pandemic, Shopee people and audiences can get educated about pandemics, so Shopee people and audiences change their perceptions, attitudes, and behaviors to limit activities that require getting out of the house to help the government deal with the pandemic.

With the change in perceptions, attitudes, and behaviors carried out by the community and Shopee audience after the public relations campaign "SHOPEE DARI RUMAH," the public can judge Shopee as a caring company personality and is responsible for the crisis facing the community. Shopee also has a good reputation by holding public relations campaign activities "SHOPEE DARI RUMAH" because Shopee has held actions that are profitable for the company and can also help the government deal with the crisis that occurs. This attitude can be a driver to get a good image from the community and its audience. With the personality, reputation, and value formed from the public relations campaign activities "SHOPEE DARI RUMAH," Shopee can be judged as a company with a good image.

It can be identified with public situational theory. Public situational theory is a theory that identifies the perceptions, attitudes and behaviors of an activity carried out by a company in the event of a crisis [7]. Shopee must maintain public relations campaign activities that can provide a lot of information and education about various things so that Shopee people and audiences can change perceptions, attitudes and behaviors for the common good so that Shopee companies can

be judged and have a reputation as a company with a good and superior image in front of the public and its audience.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the purpose of this study, it can be concluded that the public relations campaign activities "SHOPEE DARI RUMAH" have a significant effect on Shopee's corporate image. This can be seen from the results of hypothesis tests in this study that stated H_0 was rejected and H_1 accepted, meaning that public relations campaign activities affect the corporate image. In the influence of public relations campaign activities on the company's image. The most affecting dimension in variable X is the offer information dimension. While the dimensions most affected in variable Y are the dimensions of corporate identity and reputation. So that information about the pandemic and covid-19 contained in the public relations campaign "SHOPEE DARI RUMAH" changes the attitudes and behavior of Shopee people and audiences to stay at home and obey government regulations. These changes in attitudes and behavior affect the reputation of Shopee because Shopee is considered to be concerned and responsible for the crisis that occurred. Therefore, Shopee's image becomes suitable for the community and its audience.

From the conclusion of this study, the advice that can be given, namely so that Shopee can increase similar public relations campaign activities, contain information that educates. So that it can gain a better reputation and conduct similar public relations campaign activities that help and benefit many parties not only benefit the company so that Shopee's reputation is better and obtains a good image from its audience. And for the next researcher who will discuss a topic similar to this study, researchers provide advice to look further into what factors influence the corporate's image or expand the research variables and research objects to obtain more accurate results and complement existing research.

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