

ABSTRACT

This study aims to determine the effect of the PR event on the brand image that has been organized by Djarum Chocolate. The purpose of this study is to prove the influence of PR events on brand image and analyze how brand image can be affected by PR events. This research focuses on PR events regarding, entertainment, excitement, enterprise in running events organized by Djarum Chocolate. This study uses a quantitative method with sampling using non-probabilty sampling with purposive sampling type with 100 respondents who have and know about the PR event DCDC Court of Music. The data analysis technique used is descriptive analysis technique and simple linear regression. Based on the results of hypothesis testing that have been refined, there is a significant effect on the PR event variable on brand image. This is evidenced by $t_{count} > t_{table}$ ($10,981 > 1,987$) with a significance value of $0.001 < 0.05$. From these results, it can be seen that the PR event conducted by Djarum Chocolate can affect the brand image of Djarum Chocolate.

Keywords: Brand Image, PR Event, Public Relations, Quantitative