

ABSTRACT

This study discusses the benefits of a press conference conducted by PT. Cakrawala Andalas Televisi with the aim of knowing whether the konferensi pers was successful in branding their new program. This research uses a qualitative approach to the type of descriptive research. This study uses the concept of a press conference according to Soemirat (2007). In addition, researchers also use branding theory according to Onny & Novelia (2014) which includes promotion, attraction and image building for a brand. The above data collection was obtained through observation, interviews and documentation studies. The results of the study can be concluded that the press conference event itself has three stages, namely before the event, during the event and after the event takes place, all three of which are continuous in holding a press conference event. The branding here itself includes promotion through the press conference, then includes the attraction that every press conference held by ANTV has its own charm, and every press conference that goes well will have a positive impact on ANTV's corporate image.

Keywords : Press Conference, Branding, Program, Television.