

ABSTRACT

Reputation is the image that an organization has in the eyes of its stakeholders. Reputation can be determined based on several factors such as financial performance, product quality, business ethics and others that can help the company gain trust, cooperative relationships, investors and customers. Meanwhile, message appeal is one of the methods used by companies as a marketing communication strategy, namely as an innovative idea for advertising in advertising media which has a big impact on marketing effectiveness which can be seen from interactions on social media as one of the company's efforts to communicate with the audience. This research aims to find out and understand how high the attractiveness of messages and reputation on Instagram @Garuda.Indonesia is and to determine the influence of message attractiveness strategies via Instagram on the image of Garuda Indonesia. The method used in this research is a quantitative method by distributing questionnaires to 100 people. The results obtained from this research are that the attractiveness of messages on Instagram @Garuda.Indonesia has a moderate influence with an average value of 2.585 as well as the reputation variable on Instagram @Garuda.Indonesia has a moderate influence with an average value of 2.67 and there is a negative relationship but significant relationship between message attractiveness and reputation.

Keywords: Garuda Indonesia, message appeal, reputation.