

# PENGARUH KOMUNIKASI PEMASARAN SOSIAL TERHADAP BRAND AWARENESS OMBUDSMAN REPUBLIK INDONESIA

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## ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisa pengaruh komunikasi pemasaran sosial pada *brand awareness* Ombudsman Republik Indonesia. Telah diidentifikasi enam dimensi komunikasi pemasaran sosial yang digunakan yaitu *advertising, Public Relations & special events, printed materials, special items, personal selling, and social media channel & types*. Penelitian ini merupakan penelitian kuantitatif. Data primer dan sekunder telah diperoleh. Data sekunder diperoleh dari jurnal, buku, dan sumber lain yang berhubungan. Data primer diperoleh menggunakan kuesioner yang dibagikan kepada responden di Palembang, Jambi, Bengkulu, dan Lampung. Diperoleh sampel keseluruhan sebanyak 165. Menggunakan analisis regresi linier berganda, ditemukan bahwa *advertising, PR & special events, printed materials, special items, personal selling, dan social media channel & types* berpengaruh secara simultan terhadap *brand awareness* Ombudsman RI. Sementara itu, *printed materials, personal selling, dan social media channel & types* secara parsial memiliki pengaruh positif dan signifikan terhadap *brand awareness*.

**Kata kunci:** kampanye pemasaran sosial, kesadaran merek.

**THE EFFECT OF SOCIAL MARKETING COMMUNICATIONS ON BRAND  
AWARENESS OF OMBUDSMAN REPUBLIC INDONESIA**

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**ABSTRACT**

*The aim of this research is to analyze the effect of social marketing communications on brand awareness of Ombudsman Republic of Indonesia. Six dimensions of social marketing communications i.e. advertising, Public Relations & special events, printed materials, special items, personal selling, and social media channel & types were identified. This research is descriptive quantitative in nature. Both primary and secondary data were obtained. Secondary data were obtained through various sources such as journals, books and other related publications. Primary data were obtained using questionnaire which were distributed to the target respondents in Palembang, Jambi, Bengkulu, and Lampung. Total sample of 165 was obtained. Using regressions analysis, it was found that advertising, PR & special events, printed materials, special items, personal selling, and social media channel & types are simultaneously had a positive and significant influence on brand awareness. Meanwhile, printed materials, personal selling, and social media channel & types partially had a positive and significant effect on brand awareness.*

**Keywords:** *social marketing campaign, brand awareness*