

## ABSTRAK

### **PENGARUH *MARKETING PUBLIC RELATIONS SHOPEE (PROGRAM AFFILIATE)* TERHADAP *BRAND AWARENESS* PADA MAHASISWA ILMU KOMUNIKASI UNIVERSITAS BENGKULU ANGKATAN 2018-2021**

*Shopee* merupakan perusahaan *electronic commerce (e-commerce)* yang menggunakan teknologi dalam hal meningkatkan bisnis serta pembelian produk secara *online*. Perusahaan *shopee* juga memiliki program *affiliate* yang berfungsi meningkatkan kepercayaan konsumen serta memaksimalkan publikasi dari pihak ketiga. Tujuan Penelitian ini untuk mengetahui pengaruh dari *marketing public relations shopee* program *affiliate* terhadap *brand awareness* pada Mahasiswa Ilmu Komunikasi Universitas Bengkulu angkatan 2018-2021. Metode penelitian yang digunakan adalah metode kuantitatif. Teknik pengumpulan data dilakukan melalui pembagian *kuesioner* kepada 85 responden secara *online*. Teknik analisis data yang digunakan adalah analisis statistik deskriptif serta analisis regresi linier sederhana dengan korelasi dan koefisien determinasi. Berdasarkan hasil perhitungan tingkat hubungan antara variabel sebesar 0,607 yang dikategorikan erat. Adapun hasil penelitian ini menunjukkan adanya pengaruh *marketing public relations shopee* program *affiliate* terhadap *brand awareness* pada Mahasiswa Ilmu Komunikasi Universitas Bengkulu angkatan 2018-2021 sebesar 36,8% sementara 63,2% dipengaruhi oleh variabel lain yang tidak diteliti pada penelitian ini. Saran bagi perusahaan *shopee* Indonesia untuk dapat terus mengembangkan ide kreatif lainnya dengan mempertimbangkan banyaknya pesaing yang selalu mengikuti langkah dari program *affiliate*.

Kata Kunci : *Marketing Public Relations, Brand Awareness, Shopee, Program Affiliate.*

## **ABSTRACT**

### **THE EFFECT OF MARKETING PUBLIC RELATIONS SHOPEE (AFFILIATE PROGRAM) ON BRAND AWARENESS ON COMMUNICATIONS STUDENTS OF BENGKULU UNIVERSITY FOR 2018-2021**

*Shopee is an electronic commerce (e-commerce) company that uses technology to improve business and purchase products online. Shopee companies also have affiliate programs that function to increase consumer confidence and maximize publications from third parties. The purpose of this study was to determine the effect of the marketing public relations shopee affiliate program on brand awareness in Bengkulu University Communication Science students class 2018-2021. The research method used is a quantitative method. Data collection techniques were carried out by distributing questionnaires to 85 respondents online. The data analysis technique used is descriptive statistical analysis and simple linear regression analysis with correlation and coefficient of determination. Based on the results of the calculation of the level of relationship between variables of 0.607 which is categorized as close. The results of this study indicate the influence of marketing public relations shopee affiliate program on brand awareness in Bengkulu University Communication Science students class 2018- 2021 by 36.8% while 63.2% is influenced by other variables not examined in this study. Suggestions for Indonesian shopee companies to be able to continue to develop other creative ideas by considering the many competitors who always follow the steps of the affiliate program.*

*Keywords: Marketing Public Relations, Brand Awareness, Shopee, Affiliate*