

TABLE OF CONTENTS

HALAMAN PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
ABSTRAK.....	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
CHAPTER 1	1
INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Objectives of the Study	4
1.3 Scope of the Study.....	4
1.4 Method of Study.....	4
1.4.1 Method of Collecting Data	5
1.4.2 Observation.....	5
1.4.3 Interview	5
1.4.4 Documentation.....	5
1.4.5 Method of Analyzing Data	5
1.4.6 Method of Presenting Data	6
1.5 Presentation	6
CHAPTER 2	8
THE PROFILE OF AKSI CEPAT TANGGAP (ACT) YOGYAKARTA	8
2.1 The History of Aksi Cepat Tanggap (ACT).....	8
2.2 Profile of Aksi Cepat Tanggap (ACT) Yogyakarta	9
2.3 Vision and Missions	9
2.4 Company Logo.....	10
2.5 Organizational Structure of ACT Yogyakarta	10
2.6 Divisions.....	11
2.6.1 Marketing Partnership	12
2.6.2 Marketing Communication.....	12



UNIVERSITAS
GADJAH MADA

The Strategies of Public Relations to Increase Brand Awareness of Aksi Cepat Tanggap (ACT)

Yogyakarta

EMIRA SOVIYANA, Andri Handayani, S.S., M.A.

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

2.6.3 Program	12
2.7 The Official Social Media of ACT DIY	13
2.7.1 Official Instagram Account	13
2.7.2 Official Facebook Account	14
2.8 The Facilities	14
2.8.1 Front Office	14
2.8.2 Staffs Room	15
2.8.3 Meeting Room	15
2.8.4 Toilet	16
2.8.5 Mosque	16
2.8.6 Corporate Car	17
CHAPTER 3	18
THE STRATEGIES OF PUBLIC RELATIONS TO INCREASE BRAND AWARENESS OF AKSI CEPAT TANGGAP YOGYAKARTA (ACT DIY)	18
3.1 Brand Awareness	18
3.2 The Public Relations Marketing Strategies of Thomas L. Harris	20
3.2.1 Publication	21
3.2.2 Event	28
3.2.3 News	31
3.2.4 Community Involvement	33
3.2.5 Identity Tools	36
3.2.6 Lobbying	38
3.2.7 Social Investment	39
3.3 Discussion	41
CHAPTER 4	44
CONCLUSION AND SUGGESTIONS	44
4.1 Conclusion	44
4.2 Suggestions	45
WORKS CITED	46
APPENDICES	47
APPENDIX 1	48
LIST OF INFORMANTS	48
APPENDIX 2	49



UNIVERSITAS
GADJAH MADA

The Strategies of Public Relations to Increase Brand Awareness of Aksi Cepat Tanggap (ACT)

Yogyakarta

EMIRA SOVIYANA, Andri Handayani, S.S., M.A.

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

LIST OF QUESTIONS	49
APPENDIX 3	50
CURRICULUM VITAE	50
APPENDIX 4	51
LOGBOOK	51