

# Analisis pembentukan asosiasi brand korporasi b2b melalui pelibatan publik studi kasus di PT Sucofindo = Analysis of b2b corporate brand association building through public engagement case study at PT Sucofindo / Hotma Muliana Sibuea

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## Abstrak

### <b>ABSTRAK</b><br>

Permasalahan yang melatar-belakangi penelitian ini adalah branding perusahaan bisnis ke bisnis (B2B) yang selama ini kurang memenuhi apa yang dipedulikan publik dari brand B2B, seperti kejujuran dan dialog terbuka, serta keahlian dan kepemimpinan perusahaan di bidangnya.

Penelitian ini dilakukan di PT Sucofindo, sebuah perusahaan B2B di bidang jasa pemastian, yang bertujuan menganalisis bagaimana mekanisme pelibatan publik dapat membentuk asosiasi brand korporasi.

Menggunakan teori-teori organisasi dan publik, serta konsep-konsep pelibatan publik, public relations, dan corporate branding, penelitian dengan pendekatan kualitatif deskriptif ini menyimpulkan pelibatan publik dengan berbagi pengetahuan perusahaan sesuai untuk membentuk kredibilitas perusahaan –expertise, trustworthiness, dan likability sebagai asosiasi brand korporasi B2B.

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### <b>ABSTRACT</b><br>

The problem underlying the research is business to business (B2B) corporate branding which have not meet what the public cares of B2B brands, such as honesty and open dialogue, as well as the corporate's expertise and leadership in its field.

This research was conducted in PT Sucofindo, a B2B company in the field of assurance services, which aims to analyze how public engagement mechanisms can establish corporate brand associations.

Using organizations and public theories, as well as the concepts of public engagement, public relations, and corporate branding, this qualitative-descriptive research concludes that public engagement by sharing corporate's knowledge appropriate to establish the corporate credibility –expertise, trustworthiness, and likability, as a B2B corporate brand associations.