

Brand Image Tokopedia in #BangkitBersama Public Relations Campaign after the COVID-19 Pandemic

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Abstract

After the COVID-19 Pandemic, various industrial sectors were affected by the COVID-19 outbreak, including Tokopedia. Tokopedia is a technology-based trading company or electronic commerce (e-commerce). Public relations (PR) has an important role in managing the crisis experienced by the company. Through the #BangkitBersama campaign, Tokopedia believes Indonesia can rise together with the spirit of gotong royong after the COVID-19 Pandemic. The #BangkitBersama campaign will create associations or perceptions of Tokopedia. Thus, through this research, researchers want to know Tokopedia's brand image from a consumer perspective in the #BangkitBersama public relations campaign after the COVID-19 Pandemic. This study uses a descriptive qualitative approach with a case study method. Data were collected by interviews with five sources exposed to the #BangkitBersama campaign, observations, and documents or literature studies. The results showed that through the #BangkitBersama campaign, the perception of togetherness and cooperation emerged in the minds of consumers. The #BangkitBersama campaign has succeeded in generating a positive image for Tokopedia and maintaining the loyalty of Tokopedia users.

Keywords: brand image; campaign; public relations; after pandemic; covid-19; tokopedia.

INTRODUCTION

For almost two years, COVID-19 has hit Indonesia and has had a significant impact on the people of Indonesia. Coronavirus Disease (COVID-19) is an outbreak of an infectious disease that began to emerge at the end of 2019. The outbreak not only significantly impacts the health of individuals and society but also causes other negative consequences. Various economic activities were hampered; the price of medical equipment soared, and supplies of raw materials began to run low COVID-19 has had an unprecedented impact and has become a challenge for the Nations of Southeast Asia (ASEAN) (Oikawa, Todo, Ambashi, Kimura, & Urata, 2021). Various industrial sectors have also been affected by the COVID-19 outbreak, including Tokopedia as a technology-based technology company or electronic commerce (e-commerce) (Laraspati, 2021).

Public relations (PR) plays a vital part in the company's crisis management in dealing with the Pandemic. PR is a communication bridge between company agencies and the community or the public during and after the Pandemic. Based on previous research, it is stated that public relations (PR) practitioners have the most dominant and important role in implementing crisis management. The involvement of public relations (PR) in managing crises shows excellence in the strategic decision-making process but must also work under other management functions in building strong relationships with stakeholders (Ahmad, Syed, & Idid, 2020). The position of public relations in a society is related to the place and role of public opinion in society. Public relations became a culture and practice of democracy before becoming a communicative management profession. Public relations begins with public opinion and ends with public opinion. When the public does not respect public opinion, PR is unable to complete many of its strategic tasks in a company or organisation. Public relations is a democratic communication practice that includes freedom of thought, opinion, expression, respect, and adopting the opinions of others if rational and correct (Kaleel, 2020).

The presence of social media and new media changes the practice of public relations in thinking and implementing its practices. By maximising public relations practices through social media, public relations practice will be more strategic, two-way, communicative, interactive, and socially responsible (Prastya, 2011). One of the PR practices that has also changed is the development of technology in crisis communication. The presence of communication technology increases the potential for a crisis. The development of technology and information will make people more concerned about the issues or risks faced by the organisation (Argenti P. A., 2009). Based on research conducted by Taylor & Perry (2005), it is stated that social media has now become an integral part of communication and organisational behaviour. It cannot ignore social media users because social media has great potential to spread information ranging from complaints, rumours, and other things that can undermine the company's credibility. It becomes a big task for public relations practitioners to maintain a company's good name (Maureen & Perry, 2005).

Public relations are a deliberate and ongoing endeavour to establish and sustain positive relationships between organisations and the general public. The bond must be 'created' and 'maintained' rather than occurring naturally (Theaker, 2001). Public relations is known as an economic, organisational, philanthropic, or social function that oversees communication between an entity and its audiences. Public relations aim to achieve various objectives, including education, truth correction, and image construction or enhancement (Sitepu, 2011). The basic purpose of public relations is to ensure that the public has the correct perception of the firm or organisation, not only popularity or promotion. The profession of public relations (PR) is a discipline concerned with an organisation's or company's reputation, with the ultimate goal of garnering public awareness and support. Because it is the consequence of the actions carried out, what is stated, and what other people say about the organisation or firm, public relations will be strongly tied to the organisation's reputation (Theaker, 2001).

Practitioners in public relations can prepare a public relations strategy in two stages. To begin, public relations professionals will gather and analyse data from the social environment in order to make strategic judgments. Second, based on the information gathered, they will articulate the strategic vision (Theaker, 2001). Corporate communication is one of the tools for conducting effective and efficient communication internally and internationally to build positive connections with the groups on which the organisation relies. The company's reputation, stakeholder approach, and media are the key areas that must be examined in this instrument. One of the company's objectives for building its reputation is to develop integrated practices in the economic and social spheres. When a corporation considers the mutual welfare of investors, consumers, and employees and raises concern for the growth of local communities while ensuring the quality and environmental health of their technology, goods, and services, they have a good reputation (Theaker, 2001).

One of the factors that must be created through continual communication is the stakeholder approach. It will aid in developing a solid long-term relationship and resolving any issues that may arise. Stakeholders are parties of interest in an entity, such as organisations, communities, businesses, or the government. The media industry, the community surrounding the organisation or firm, individuals (consumers, suppliers, customers, employees, and investors), opinion leaders, the government, and others can all be considered stakeholders. Furthermore, the means utilised to send communication messages, such as email and the Internet, are essential in corporate communication. Not only does the Internet allow pressure organisations to mobilise public pressure, but it also allows for quick and easy access to a wide range of information (Theaker, 2001).

Because of the customer experience with the connected brand, a brand's value can grow and expand. This approach will incorporate the naturally created relationship between the user and the brand. It occurs as a result of the predictable model's stages (Zhang, 2015). First, awareness is the stage at which a brand is communicated to a target audience, usually through advertising, so the audience is aware of the company's message. Second, recognition is where customers remember the brand in stores and elsewhere. Third, an investigation is when consumers strive to act after recognising the brand and comprehending what it entails. Last, a preference is when the user has a good brand experience, the brand becomes the preferred choice.

A person's response might be good or negative; for example, a positive response can be conveyed when someone loves or approaches the thing in question. A negative response might be exhibited when someone tends to stay away from an object. Rosenberg and Hovland divide reactions into three categories: cognitive (beliefs and knowledge), affective (feelings), and conative (actions) (behaviour) (Azwar, 1988). According to Keller (1993), a good image can be created by using marketing efforts to link a distinctive and strong brand association with consumers' recollections of the brand. Before customers respond positively to the campaign being run, brand knowledge must be created and understood (Keller, 1993). Five key aspects contribute to this brand's trustworthiness. First and foremost, it executes its functions as intended. Second, purchase or brand

ownership is linked to social image. The third factor is brand recognition and sentimental affinity. The fourth consideration is the balance of brand value and function. Finally, consumer trust in the brand (Zhang, 2015). Consumer behaviour, such as customer satisfaction and loyalty, can be predicted as a result of a company building a brand image. Customer satisfaction relates to a customer's entire experience with a product, shopping experience, or experience with a specific service, among other things. Customer loyalty is defined as a customer's approval of a brand, which leads to continued brand buying behaviour and consistency, resulting in profits for the company (Zhang, 2015).

The Internet and social media have changed the practice of public relations in handling the crisis that the company is experiencing. In crisis communication, public relations in a company not only answers questions from the mass media but also answers public questions through various social media such as Facebook and Twitter. However, on the other hand, the presence of social media, if used very well, will generate profits for the company and positively impact the public directly. So that PR practitioners must include or involve social media in their crisis management planning. Social media can be used to distribute information, monitor potential crises, and detect wrong public perceptions about the organisation (Prastya, 2011).

In addition to facing a crisis within the company, public relations practitioners also have an important role in building a positive corporate identity and image. A company can define and communicate its corporate identity, but the image, impression, and reputation of the company result from the company's consistency (Argenti & Druckenmiller, 2004). A company that has a positive brand image will increase its value. This will also impact buying or selling interest in the market, the company's financial flows, and increasing assets (Chen & Seng, 2016). Research conducted by Padgett & Allen (2014) regarding the strategy of building a brand image was carried out by one of the well-known coffee shop brands, Starbucks. Starbucks is trying to introduce some products with premium coffee quality through the emotional side of the brand and introduce Starbucks as a premium drink (Padgett & Allen, 2014). In building a brand image, PR must plan and design based on facts that can attract the audience's attention so that they can get the effect optimally (Chen & Seng, 2016).

In carrying out a public relations practice, several technology companies in Indonesia, such as Gojek, Tokopedia, and GoTo, have different PR techniques for managing and dealing with problems. However, the three firms partnered and ran a single large campaign after the COVID-19 Pandemic, including activities with the hashtag #BangkitBersama. The #BangkitBersama campaign begins on August 17, 2021, Indonesia's Independence Day (CNN Indonesia, 2021). Successful corporate branding boosts brand image in the eyes of consumers. According to this study, consumers have a high tolerance for bad company branding (Li & Wang, 2019). Corporate branding can effectively improve brand awareness and help customers recognise more brands. Partner selection is equally crucial in the formation of an image. Companies should identify corporate branding partners with strong brand awareness and similar or complementary positioning, which can help boost corporate branding's success and popularity among customers. The

correct partner will improve company branding and reinforce the brand image in the eyes of consumers (Li & Wang, 2019). So, based on the above context, researchers will describe and assess Tokopedia's #BangkitBersama public relations effort in developing a brand image for its users following the COVID-19 Pandemic and the impact of the campaign on Tokopedia users in this study. This study aimed to determine Tokopedia's brand image in the #BangkitBersama public relations effort following the COVID-19 Pandemic from a customer perspective.

The Indonesian people are still learning to live with the COVID-19 Pandemic, as evidenced by this campaign. Tokopedia founder & CEO William Tanuwijaya reflected on the things that could be learned from this adaptation process and invited all elements of society, including all those involved in the Tokopedia ecosystem, to #BangkitBersama. Tokopedia believes that by working together, Indonesia would be able to raise collectively. The goal of this campaign is for MSMEs to become the people's first choice in Indonesia. Tokopedia is attempting to resurrect economic activity in the aftermath of the COVID-19 outbreak, which prompted the Bangkit Bersama campaign. The Bangkit Bersama campaign includes enhancing MSME visibility through hyperlocal initiatives, empowering MSMEs to encourage employment, supporting health and safety for driver-partners, increasing the business scale of sellers with Toko Cabang, distributing basic food packages from Tokopedia users for underprivileged communities, supporting the COVID-19 mitigation to accelerate return to normal activities, and other activities by Gojek, Tokopedia, and GoTo (Laraspati, 2021). A brand's image will give it unique qualities and benefits that set it apart from its competitors. In this instance, the consumer's consumption or purchasing behaviour will be influenced by the brand image (Chovanová, Korshunov, & Babčanová, 2015). Customers with a positive brand image are more likely to buy, whereas customers with a bad image are less likely to buy (Luong, Vo, & Le, 2017). Competitors in the market will be able to recognise a brand image communicated differently.

The #BangkitBersama Tokopedia campaign attempts to assist Tokopedia users in adapting to the COVID19 Pandemic. The #BangkitBersama campaign is being run in collaboration with one of Tokopedia's stakeholders, Gojek, and will impact Tokopedia's image in the continuing campaign. Tokopedia's campaigns can have various effects, impressions, and viewpoints on the target audience who receives the campaign messaging. A successful campaign can help Tokopedia gain a positive image by increasing user awareness, contentment, and loyalty (Laraspati, 2021). Kaer Li & XinyiWang (2019) researched the impact of corporate branding on the brand image from the standpoint of consumers. Furthermore, researchers examine if the results of corporate branding meet or exceed company goals. The findings suggest that a lack of attention to the branding campaign can result in losing clients. The benefits of corporate branding outweigh the downsides. Customers' brand image will be influenced by corporate branding partners or stakeholders (Li & Wang, 2019).

METHOD

This study employs a descriptive method and a qualitative approach. According to Bogdan and Taylor, qualitative research is a process that produces descriptive data in the form of written or spoken words from individuals or observed behaviour, as quoted in Moleong's book *Qualitative Research Methodology* (2012). They should not associate individuals or organisations with a variable or hypothesis but must be evaluated as a whole (Moleong, 2012).

According to Denzin and Lincoln (in Creswell, 2016), qualitative research is a global endeavour. This research makes the world visible through a succession of material interpretive processes. Field notes, interviews, conversations, photographs, recordings, and personal notes transform reality into a sequence of representations. A naturalistic interpretative approach to the world is used in qualitative research (Creswell, 2016). This demonstrates that qualitative researchers aim to interpret or interpret things in terms of the meanings that society has assigned to them. According to Moleong (2012), qualitative research uses a variety of methodologies to comprehend the events that occur as a whole by employing descriptions in the form of words and language in a unique and natural setting.

Data Collection Technique

Data collection approaches involve limiting research, gathering information through structured and unstructured observation and interviews, documentation, visual materials, and developing protocols for recording/recording information (Creswell, 2016). This research employs three data collection methods:

1. Interview

An interview is a process of obtaining information for research purposes using questions and answers while face to face between the interviewer and the informant (Bungin, 2007). Researchers conducted interviews with research subjects that have been determined.

Research Informants

In this study, the researcher used purposive sampling to determine the informants. Researchers determine informants according to the criteria and needs in this study, namely Tokopedia users, sellers, buyers, and employees who are exposed to the #BangkitBersama public relations campaign. Table 1 elaborates on the research informants.

Table 1. Research Informants

No	Name	Age	Role
1	Raymond Ekaputra Santoso	27 years	Tokopedia employee for two years
2	Kalam Al Jibrán	23 years	Tokopedia employee for three years
3	Siti Chotimah	26 years	Tokopedia seller for five years
4	Ivonda Honora	29 years	Tokopedia seller for three years
5	Ardian Bagus Krisna	25 Years	active user of Tokopedia for five years
6	Nanda Putri Rahma	25 Years	active user of Tokopedia for two years

Source: Research Data, 2022

2. Observation

Observation is an individual activity carried out using the five senses of the eye as the main tool and the other five as additional aids (Bungin, 2007). So, observation in qualitative research methods is a data collection method used to collect research data through sensing observations.

3. Literature and Document Study

The document study method can be used in research as a data source to test, interpret, and predict. Documents can reveal how subjects define themselves, the environment, the situation they are facing, and their relationship with the people around them through their actions (Mulyana, 2018).

RESULTS AND DISCUSSION

Tokopedia's Brand Image in the #BangkitBersama Public Relations Campaign

One of the purposes of public relations is to ensure that the public gets the correct perception of a firm or organisation. A practice closely tied to a company's reputation to garner public support (Theaker, 2001). Managing corporate identity is a means to identify the correct image for a firm and communicate it successfully to stakeholders. Corporate identity refers to whatever the company communicates through numerous messages, purposefully or unintentionally. When the public receives these signals, a firm image, also known as a corporate or brand image, emerges. According to Bivainien & Liburyt (2008), brand image is linked to consumer advantages, distinguishing emotions, distinctiveness, and associations. The challenge of how a particular group views a commodity, brand, policy, company, or country is addressed through brand image (Bivainienė & Šliburytė, 2008). According to Aaker (1991), brand image adds value in various ways, including assisting consumers in processing information, distinguishing brands, generating reasons to buy, eliciting favourable sensations, and providing a foundation for expansion (Aaker, 1991). According to Rio et al (2001), brand image is defined as the perception of a brand represented by a group of consumers who remember the brand name (Rio, Vázquez, & Iglesias, 2001).

Tokopedia is one of the companies that engage in public relations activities. Tokopedia ran a campaign with the hashtag #BangkitBersama to help rebuild the company's reputation following the COVID-19 Pandemic. This program focuses on assisting small businesses in surviving the COVID-19 conditions. Tokopedia believes that by working together, Indonesia would be able to raise collectively.

There are three key aspects to consider when developing a public relations strategy: the company's reputation, stakeholder approach, and media. The #BangkitBersama campaign and the company's reputation are intertwined in the economic and social areas. The main focus of this campaign is on the welfare of MSMEs, which will impact the Indonesian people's economic progress. This campaign is mostly concerned with local communities. The #BangkitBersama campaign creates long-term relationships with various parties, including other firms, such as Gojek, individuals (consumers, suppliers, customers, employees, investors), and the government. One of the essential components in distributing the #BangkitBersama campaign is messaging is the usage of media.

Instagram, banners, billboards, YouTube, online news portals, events, and others were among the places where research participants saw and heard about the #BangkitBersama campaign. Access to information is unrestricted and can be disseminated rapidly and effectively to the public via the Internet, social media, and traditional media.

Tokopedia will develop a corporate brand by using the #BangkitBersama campaign. Corporate identity refers to anything that the business communicates to the public through various messages; when the public effectively receives these signals, an image of the company appears, which is known as an image. Through the #BangkitBersama Tokopedia campaign, the researcher wants to emphasise that the Indonesian people are still learning to live alongside the COVID-19 Pandemic. There are many lessons from this adaptation process, and #BangkitBersama is an open campaign, including those inside the Tokopedia ecosystem. Tokopedia believes that by working together, Indonesia would be able to raise collectively. The goal of this campaign is for MSMEs to become the people's first choice in Indonesia. Various hyperlocal initiatives to maximise MSME visibility and empower MSMEs to encourage job possibilities are among the programs in this campaign.

According to one research informant, Tokopedia's #BangkitBersama campaign successfully built a company image in the minds of the informants about the spirit of cooperation and gotong royong, *"from here, #BangkitBersama Tokopedia campaign is here to help the Indonesian people reclaim their economic independence based on the spirit of cooperation. Yes, it is gotong royong in Indonesia, for example, if I like to say yes. People ultimately want to try, like opening a new page that may have been laid off, with the spirit of gotong royong."*

According to Rio et al (2001), brand image is defined as the perception of a brand represented by a group of consumers who remember the brand name. When customers think of a brand or firm, the perception of togetherness and cooperation has emerged thanks to the #BangkitBersama campaign. This campaign has generated a particular association with Tokopedia about the spirit of unity and gotong royong, which provides a distinguishing benefit for consumers. Tokopedia seeks to appeal to the emotional and empathic side of the community by launching a campaign to unite the community to maximise support for MSMEs.

The #BangkitBersama campaign has successfully influenced people's perceptions of Tokopedia and strengthened associations and corporate image. One MSME activist claimed that the #BangkitBersama campaign successfully transformed his perspective of Tokopedia and that Tokopedia's support was not limited to well-known firms. Tokopedia, on the other hand, concentrates on small businesses with less capital, *"This campaign has changed my opinion of Tokopedia as the next step in helping my shop and other MSME players improve sales, and then they will also assist us to sell our items to such buyers."*

The #BangkitBersama campaign not only successfully transformed MSME activists' perceptions of Tokopedia but also impacted active Tokopedia users' perceptions of MSME

items that were given special support in this campaign. Tokopedia's #BangkitBersama campaign aims to improve the visibility of MSME items to add value to these products and position Tokopedia as a facilitator that also promotes MSMEs. *"Before what happened, the advertising was only about my perspective of SMEs." Following this effort, it became clear that collaboration was possible and that SMEs might be a valuable resource. So, at first, I thought to myself, 'Oh, the product is an MSME product like that.' The packing is then the same. Well, it appears to be a possibility for us to work together. So the assumption is that MSMEs are less sophisticated, so after this campaign, I realise better, yeah, MSMEs are not really bad items, and the market is okay."*

According to the previous comments, the #BangkitBersama campaign has added value to MSME products sold on Tokopedia by assisting consumers in processing information about MSME products, differentiating brands, providing reasons to buy, and instilling favourable feelings. This is demonstrated by the shift in attitude about MSME items on Tokopedia before the #BangkitBersama campaign regarding regular MSME products. After the #BangkitBersama campaign, the perception of MSME products on Tokopedia turned out to be promising and marketable.

Predictable Model Analysis in the #BangkitBersama Public Relations Campaign

If the #BangkitBersama campaign is studied using the predicted model stages, the campaign is affected community will go through four stages: awareness, recognition, research, and preference (Zhang, 2015). The public learns about the campaign through Tokopedia's numerous platforms during the awareness stage. This corresponds to the six informants' statements that they were aware of Tokopedia's #BangkitBersama campaign via various channels.

Consumers learn about the #BangkitBersama campaign and identify it with the Tokopedia brand during the recognition stage. At this point, the sources agree that Tokopedia's campaign asks Indonesians and small companies to come together in the aftermath of the COVID-19 outbreak. According to interviews with research informants, *"Tokopedia aims to send the message that you are not alone, So let's get together. So Tokopedia and the merchant help each other in this way."* Furthermore, *"Tokopedia's vision and mission are referred to in the effort to rise together. Yes, I believe Tokopedia's approach, in which they truly embrace local MSMEs, is quite nice. They encourage local vendors to sell on Tokopedia, regardless of whether the seller has previously sold on Tokopedia or opened a shop there. Furthermore, as a result of that initiative, he is more concerned with economic equality."* According to the informant's testimony, Tokopedia's support for the #BangkitBersama campaign has been recognised by many parties, including active users and merchants actively selling on Tokopedia. These parties have recognised the #BangkitBersama movement.

Consumers strive to take action at the investigation stage when they identify and comprehend what a brand implies. The #BangkitBersama campaign's actions included improving purchase conversions from Tokopedia's active user side and increasing the number of MSME sellers who joined or sold on Tokopedia from the seller side. The

COVID-19 Pandemic has opened up options for Indonesians to sell online to recoup from the Pandemic, thanks to the #BangkitBersama campaign. As a result, during the COVID-19 Pandemic, Tokopedia added 3.6 million new stores. Furthermore, the informant revealed that the #BangkitBersama campaign boosted interest in various MSME products sold on Tokopedia.

The final stage is a preference, in which users enjoy a positive brand experience and become the preferred option. A positive experience with the #BangkitBersama marketing promotes loyalty for Tokopedia users on both the seller and buyer sides. From the seller's perspective, loyalty can be shown through various promotional subsidies, membership upgrades, and internal and external advertising. The commitment of active users or Tokopedia purchasers can be evident in their habits of utilising Tokopedia, particularly their preferences for locating and purchasing MSME products. This is backed by one of the informants' statements, *"as an example, if I am a user, I am more likely to be the first to open the Tokopedia app and the second to look for MSME products. Because, to be honest, I am a foodie. Say there are vegetable chips, or what kind of chips there are, then what are the differences in taste? That, in my opinion, is interesting. As a result of the wide range of things they offer, I am also interested in searching for products on Tokopedia. MSME products, in particular."*

Brand equity, which relates to consumers' broad perceptions and feelings about a brand, is mostly driven by image (Zhang, 2015). Brand equity, which relates to consumers' broad perceptions and feelings about a brand, is mostly driven by image. Consumer behaviour will be affected (Kim & Chao, 2019). Regardless of a company's marketing strategy, the basic purpose for corporations or organisations is to impact consumer perceptions and attitudes toward a brand, develop a brand image in consumers' minds, and stimulate actual consumer buying behaviour of a brand (Zhang, 2015). Communication is an important feature of an organisational element that is required for fostering collaboration in the workplace and responding to communication messages. The response is a type of behaviour resulting from the stimulus or stimulus present in the individual when receiving messages delivered to members of the organisation (Sarlito, 1995). Furthermore, a response is a reaction or response triggered by or results from a stimulus. Individuals operate as controllers between stimulus and response, determining their response type (Azwar, 1988).

Various elements in cognition, affection, and connection have been successfully altered through the #BangkitBersama campaign. Both from public awareness of the #BangkitBersama campaign and the message Tokopedia is attempting to communicate. The informants expressed satisfaction, pride, and thanks during interviews for the appearance of the #BangkitBersama campaign, which led to changes in people's behaviour in utilising Tokopedia as a purchasing and selling medium, resulting in user loyalty. According to Keller (1993), a good image can be created by using marketing efforts to link a distinctive and strong brand association with consumers' recollections of the brand. Consumer behaviour, such as customer satisfaction and loyalty, can be predicted as a result of a company building a brand image. Customer loyalty is defined as

a customer's approval of a brand, which leads to brand buying behaviour and consistency over time, resulting in profits for the company (Zhang, 2015).

Tokopedia's #BangkitBersama campaign yielded favourable results, with the campaign resulting in a positive image for the brand. Positive values are attributable to the #BangkitBersama campaign's excellent intentions and positive messaging. Tokopedia's noble intentions of assisting MSMEs through the #BangkitBersama campaign resulted in a great image for the community. It can also build public trust in Tokopedia through the #BangkitBersama campaign. #BangkitBersama campaign programs demonstrate consistency to the community for the support offered by Tokopedia following the COVID-19 Pandemic. The #BangkitBersama campaign has also generated a positive image among sellers and MSME players because Tokopedia has provided much support that impacts sales. People are more confident in Tokopedia as a result of this campaign since the support offered by Tokopedia may help MSMEs expand sales and capacity.

CONCLUSION

The perception of a brand represented by a group of consumers who remember the brand name is known as brand image. When customers think of a linked brand or firm, such as Tokopedia, the perception of togetherness and cooperation has emerged thanks to the #BangkitBersama campaign. Tokopedia seeks to appeal to the emotional and empathic side of the community by launching a campaign to unite the community to maximise support for MSMEs. Various elements in cognition, affection, and connection were successfully altered through the #BangkitBersama campaign. In terms of cognition, boosting public awareness of the #BangkitBersama campaign and the message Tokopedia is attempting to communicate. In terms of emotion, the informants indicated feelings of pleasure, pride, and thankfulness in interviews for the appearance of the #BangkitBersama campaign. On the connotation side, there was a change in people's behaviour in utilising Tokopedia as a purchasing and selling medium, resulting in user loyalty. The #BangkitBersama campaign gives the company a positive image. The campaign's noble intentions and positive messages have resulted in the presence of positive values. Through several #BangkitBersama campaign programs, the #BangkitBersama campaign has successfully strengthened public trust in Tokopedia. The campaign demonstrates Tokopedia's consistency in assisting MSMEs in expanding sales and capacity following the COVID-19 outbreak. Through this research, it is hoped that it can contribute in the form of scientific research about organisational communication and become a reference and evaluation for other companies to build a brand image for their company. The author recommends that further journals study and research the campaign making process carried out by public relations practitioners and use the point of view of the critical paradigm to understand the meaning of campaigns built or prepared by a company.

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