

EFFECT OF USING FACEBOOK SOCIAL NETWORK AGAINST THE IMAGING OF PT MEDIATAMA BINAKREASI

Asmulyati Azhar

Asmi Institute of Business and Multimedia, Jakarta

ARTICLE INFO

Keywords:
Facebook,
Images

E-mail:
asmulyati@gmail.com

ABSTRACT

Image analysis is a picture that is in the public mind about the company. In the end perceptions will influence public attitudes, whether supporting, neutral or hostile. Company image can be formed through social media by using Facebook social media. The conclusions obtained regarding the effect of the use of Facebook social media on the image of PT Mediatama Binakreasi are good, showing the direction of positive correlation with very strong linkages. As for the assessment of the results of the hypothesis, the results show that H_0 is rejected and H_a is accepted so that it can be stated that there is a significant influence between the Use of Facebook Social media on the Imaging of PT Mediatama Binakreasi.

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The advancements in communication and information technology have given rise to the concept of Cyber Space, which has rendered distance and time no longer as hindrances in the exchange of information and communication. The internet has been known throughout the world as well as in Indonesia, the introduction of the internet has become a government program and is included in student academic material. The purpose of introducing the internet is to broaden horizons and find out information not only domestically but also abroad. The internet can also connect virtual communications with very long distances, computer-based communication is a connecting medium in exploring virtual space that has no distance and time limits. People can communicate with a variety of global information by using the internet, and in the current cyberspace era, getting information is simple because all one needs to do is type the keyword information into a search engine (such as Google, Yahoo, MSN, etc.) and the necessary information options will appear. The internet has online media, one of which is social media, social media functions for its users to be able to easily participate, share and create content including blogs, social media, wikis, forums and the virtual world. Social media supports social interaction and social media uses web-based technology that turns communication into interactive dialogue. Social media are sites where users can create a personal web page by creating a profile, then connect with friends to share information and communicate. The largest social media include Facebook, Myspace, and Twitter. When internet and mobile technology.

Social media is expanding quickly and phones are becoming more advanced. At present to access Facebook, for example, it can be done anywhere and anytime using a mobile phone. This makes social media replace the role of conventional mass media in spreading the news. Social media also create communication strategies that are widely used by companies, communities, and governments by using social media as advertising media and building brand images to disseminate information about corporates aimed at users of social media. In today's worldwide world of business competition, businesspeople must offer differentiation in order to boost the credibility of the firm in order to continue operating in the industry they are involved in. Each company has its own method of increasing the credibility of the company. This is what drives the company to create a positive image for the company to maintain consumer confidence. Marketing promotion methods through advertising and promotional incentives have become commonplace and are no longer effective. Now the company has switched to using one of the promotional tools that is more capable of increasing the company's credibility, namely public relations. Thomas L. Harris introduced the concept of Marketing Public Relations, stating that the essence of the role of public relations in marketing is optimizing public relations activities to support product marketing, or rather marketing programs with a sympathetic public relations touch or content. This is what drives the company to create a positive image for the company to maintain consumer confidence. Marketing promotion methods through advertising and promotional incentives have become commonplace and are no longer effective. This is what drives the company to create a positive image for the company to maintain consumer confidence.

Effect of Using Facebook Social Network Against the Imaging of PT Mediatama Binakreasi. Asmulyati Azhar

Marketing promotion methods through advertising and promotional incentives have become commonplace and are no longer effective. Marketing promotion methods through advertising and promotional incentives have become commonplace and are no longer effective.

The role of public relations in a company or organization has a very important position, now public relations has become a communication tool with a very large role in building the company's image. Every company engaged in any field definitely needs a corporate image. This needs to be done to maintain consumer confidence so that they remain loyal to the company. A positive image of the company must be continuously formed to maintain a positive consumer view of the company.

Conversely, if a company's reputation is poor, consumer confidence will decline and its sales will suffer. Maintaining a favorable reputation in the eyes of society is crucial for the business.

The meaning of image for a company can make the description of the company work by providing information that has a positive impact on the company. Through public relations communication companies can disseminate company profile information in forming a positive image in audiences or clients.

With social media as a medium in a communication strategy, it is now widely used by corporate public relations in building corporate image through social network accounts such as Facebook. This is more effective in disseminating company information because the public can access company accounts on Facebook. PT Mediatama Binakreasi is one of the users of the Facebook social network as a medium of communication strategy in building its image, PT Mediatama Binakreasi is a private exhibition and conference management company or EO (Event Organizer) service provider. PT Mediatama Binakreasi was established in 1989 and is considered as one of the oldest and largest exhibition organizers in Indonesia. PT Mediatama has conducted more than 100 national and international exhibitions,

More than 1000 clients have entrusted PT Mediatama Binakreasi in organizing events with the best efforts to get the satisfaction both moral and material that we provide to clients. Exhibitions that have been held by PT Mediatama Binakreasi include The India Show, Gelar Karya Produk Kreatif UKM, SMESCO Festival, INACRAFT, Indonesia Game Show, Indonesia Furniture Fair, CRAFTINA, Thailand Tradeshow, Traceroute Party, Kampong BNI Nusantara, dan BNI Fashion Art & Festival Makassar.

Several exhibitions held by PT Mediatama Binakreasi are exhibitions that are routinely held every year, this requires PT Mediatama Binakreasi to be able to inform the schedule of the exhibitions being held. Indonesia is in second place as a country with the largest Facebook users in the world, namely as many as 41,4777,240 users and the segmentation of Facebook users covers almost all groups, which means it expands in its community group network, so that PT Mediatama Binakreasi utilizes Facebook's social media facilities as a media strategy. communication in disseminating information, PT Mediatama Binakreasi has been using the social media facility Facebook since July 2009. In this case, PT Mediatama Binakreasi realizes that the use of the social network Facebook is more effective and efficient in providing company information. From Facebook also PT Mediatama Binakreasi can build a corporate image as an EO (Event Organizer) service provider by providing company information regarding exhibition performances and describing the excitement and success of the exhibitions that have been held by PT Mediatama Binakreasi.

People who have previously been visitors to one of the exhibitions organized by PT Mediatama Binakreasi and are then interested in returning to the next exhibitions, will naturally find out about the organizers and seek information on when or where a similar exhibition will be held again. Exhibition visitors who have a Facebook account can become PT Mediatama Binakreasi's Facebook friends to get information and news about exhibitions through the timeline/home page of PT Mediatama Binakreasi's Facebook account on a regular basis. This is the rationale for the researcher's desire to carry out additional research to see whether the factors in this study on "The Influence of Using the Facebook Social Network on the Image of PT Mediatama Binakreasi" are related to one another.

2. LITERATURE REVIEW

Communication is the theoretical basis for this research, and in this research, it serves as the framework for how the imaging process takes place. The word communication or communications in English comes from the Latin word *commuis* which means "same" (to make common). The first term *communis* is most often cited as the origin of the word communication, which is the root of other similar Latin words.

According to M. Roger (Dedy Mulyana, 2009) communication is a process in which an idea is transferred from a source to one or more recipients, with the intention of changing their behavior. Communication is a process that has basic components as message sender, message receiver and message.

All manager functions involve a communication process. (Wiryanto, 2006) Wenburg and Wilmot as well as Sereno and Bodaken put forward three understandings of communication, namely (in Mulyana, 2007):

First, Communication as a one-way act is communication that implies the delivery of a one-way message from a person (or an institution) to someone (a group of other people), either directly (face to face) or through the media, such as letters (leaflets), newspapers, magazines, radio. or television.

Second, communication as interaction equates communication with a causal process or action-reaction, which alternates in direction.

Third, communication as a transaction is a personal process because the meaning or understanding we get is basically personal.

According to A, Winnet Communication is a process of transferring an intention from a source to a recipient, the process is a series of activities, a series or stages that facilitate the transfer of the purpose. Paradigmatically, communication is the process of conveying a message by one person to another to inform or change attitudes, opinions, or behavior, either directly orally or indirectly through the media (Effendy, 2006). Raymond S. Ross, Communication is a process of sorting, selecting and sending symbols in such a way as to help listeners evoke meanings or responses from their minds that are similar to those intended by the communicator. (Mulyana, 2005) Harold Lasswell in his work, *The Structure and Function of Communication in Society* (in Effendy, 2005), said that a good way to explain communication is to answer the following questions: Who Says What in Which Channel To Whom With What Effect? The Lasswell paradigm above shows that communication includes five elements in response to the question posed, namely:

1. Communicator (communicator, source, sender)
2. Message
3. Media (channels, media)
4. Communicate (communicate, receiver, recipient)
5. Effect (effect, impact, influence)

Based on the Lasswell paradigm, communication is the process of delivering messages sent by the communicator and received by the communicant through a medium that creates a certain effect or influence.

Definition of Public Relations

The definition of Public Relations according to Nova (2011) is a field related to managing the image and reputation of a person or an institution in the public eye. The PR profession works in the public area to carry out the functions of communication, public relations, crisis management, customer relations, employee relations, government relations, industry relations, investor relations, media relations, mediation, publicity, speech writing, and guest. According to Sukatendel (in Soemirat & Ardianto, 2010) explained the definition, namely Public Relations is a method of communication to create a positive image of organizational partners on the basis of respecting common interests.

Public Relations function

There are 4 main functions of Public Relations proposed by Suparmo (2011):

1. Communicators. As an organizational spokesperson, PR communicates intensively through the media and community groups. Almost all techniques of interpersonal communication are used, oral communication, face-to-face communication as a mediator or persuader.
2. Relationships. Disharmonious relationships are at risk of causing public discontent which ultimately threatens the continuity of the company's business.
3. Backup Management. Supporting the activities of other departments within the company such as marketing, operations, engineering, finance and personnel in order to create common goals.
4. Good ImageMaker. Creating company image and publicity to its stakeholders.

Imaging

Definition of Imaging

According to David A. Acker and G. Mayer, an image is a set of presumptions, impressions, or mental pictures that a person or group of people have about a certain thing. (Nova, 2011). According to Canton, image is an impression, a feeling, a picture of the public self towards a company that is deliberately created from an object, person or organization. (Goenawan, 2011) The image of an institution or organization and the form of services and so on that is to be achieved by public relations in an open information system in this highly competitive globalization era, essentially inseparable from the form of the quality of services

that have been provided, the value of trust and is a mandate from the public, as well as goodwill displayed by the institution or company concerned. (Ruslan, 2010). Image is a picture that is in the minds of the public about the company. Image is the public's perception of the company regarding its services. Product quality, company culture, company behavior, or the behavior of individuals within the company and others. In the end the perception will affect public attitudes, whether supportive, neutral or hostile. (Krisyantono, 2008).

Image Type

There are several types of images proposed by Jefkins (in Ruslan, 2004), namely:

1. Mirror Image (Shadow Image)
2. Current Image
3. Multiple Image (Compound Image)
4. Corporate Image (Company Image)
5. Wish Image
6. Performance Image

Imaging Purpose

The purpose of imaging proposed by Yulianita (2005) is as follows:

1. Creating public understanding (public understanding). In this case, the public understands what the organization/company is in terms of its products/services, activities, reputation, management behavior, and so on.
2. Public Confidence (public trust in our organization or company). The public believes that things related to organizations or companies are true.
3. Public Support (the existence of elements of support from the public for our organization) both in the form of material (buying our products) and spiritual (in the form of opinions to support the success of the company).
4. Public Cooperation (there is cooperation from the public towards our organization). If the three stages above can be passed, it will facilitate cooperation from the public who have an interest in our organization in order to achieve mutual benefits and satisfaction.

Definition of Social Media

Social media was created as a manifestation of the globalization era, which was marked by the emergence of the internet. The internet according to Coupey (2002) explains that today's humans need to consider the presence of the internet for the abundance of information, ease of communication, and expanding the types of goods and services. Strauss and Forst (2012) state that social media is a term used to describe a type of media based on conversations and interactions between people online. This can take many forms, including internet forums, web logs, social blogs, micro blogging, wikis, podcasts and social bookmarking. In a journal owned by Maharani (2012) it is stated that social media itself is the cheapest promotion tool and has a significant impact on business because it has many users and does not require costs to create a social network account. Kaplan and Haenlein define social media as "A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content".

Classification of Social Media

Kaplan and Haenlein created a classification scheme for the types of social media in the Business Horizons article published in 2010. According to Kaplan and Haenlein there are six types of social media:

1. Collaborative Project

A social media that can create content and in its creation can be accessed by a global audience. There are two sub-categories included in collaborative projects in social media, namely:

1) Wiki

Wikis are sites that allow their users to add, delete, and modify text-based content.

Example: Wikipedia, Wiki Ubuntu-ID, Wakakapedia,

2) Social Bookmark Application

Social bookmarking applications, which allow group-based collection and ratings of Internet links or media content.

Examples: Social Bookmarks (Del.icio.us, StumbleUpon, Digg, Reddit, Technorati, Lintas Berita, Infogate), Writing (cerpenista, then.com), Reviews (Amazon, GoodReads, Yelp).

2. Blogs and Microblogs (Blogs And Microblogs)

Blogs and microblogs are applications that can help users to keep posting about any statement until someone understands. The blog itself is a website that conveys about the author or group of writers, be it an opinion, experience, or daily activities.

Example:

1. Blogs: Blogspot (Blogger), WordPress, Multiply, LiveJournal, Blogsome, Dagdigdug.
2. *Microblog*: Twitter, Tumblr, Posterous, Koprol, Plurk.
3. Forums: Kaskus, Warez-bb, indowebster.web.id, forumdetik.
4. Q/A (Question/Answer): Yahoo!Answer, AskLinux, formspring.me.

3. Content

Content Communities is an application that aims to share with someone both remotely and nearby, sharing such as videos, ebooks, pictures, and so on.

Example:

1. *Image and Photo Sharing*: Filckr, Photobucket, DeviantArt.
2. *Video Sharing*: Youtube, Vimeo, Mediafire.
3. *Audio and Music Sharing*: Imeem, Last.fm, sharemusic, multiply.
4. *Threadless design*, Change clothes, KDRI

4. Social media sites

Social media sites are sites that can help someone to create a profile and then be able to connect with other users. Social media sites are applications that allow users to connect using their personal profiles or personal accounts.

Example; Friendster, Facebook LinkedIn, Fousquare, MySpace.

5. Virtual Game Worlds

The virtual world, which replicates a 3D environment, where users can appear in the form of the avatars they want and interact with other people like in the real world. Example: Online Games (Travian, Three Kingdoms, Second Life)

6. Virtual Social Worlds

Virtual social worlds is an application that simulates real life over the internet. Virtual social worlds are sites that allow users to interact on a three-dimensional platform using avatars that are similar to real life.

Example:

- 1) Folders: wikimapia, GoogleEarth.
- 2) E-Commerce: ebay, alibaba, juale.com.

The Role of Social Media

The role of social media for companies, social media has become a tool that supports public relations activities. Due to the dynamic and interactive nature of social media, it is easy and fast for the public to get information on social media. This is what makes the public relations department use social media in helping to form a positive image for the company.

In a journal belonging to Larry Kim (2012), explained the role of social media for start-up companies, marketing and imaging through social media can help start-up companies by:

1. Increase site visitors, by including a link that leads to your website in each post, it will be easier for followers of your social media accounts to visit your site. Social media is just a short advertising medium, the full details can be seen on your site.
2. Word of mouth, social media allows everyone to connect without knowing each other. You may not know person A, but maybe B has shared or posted so that A visits your social media accounts. We recommend that posts on social media be made as attractive as possible to generate viral value from social media.
3. Brand awareness, create a social media account that matches the name of your site. This will make your "brand" or site name more affordable and easy to remember, more than that posting on social media with the right frequency makes your site appear active.
4. Establish a brand identity and positive brand association. Your site is what you post, therefore posts on social media must be relevant to your site, according to the vision of your company.
5. Media communication and interaction with the target audience. Social media unlike traditional media, social media allows two-way communication, where responses from each post can be obtained immediately. Social media can also be used to gain public opinion.

Meanwhile, according to Pamela Seiple (2010), there are several tactics that need to be used for the success of a Public Relations activity on social media, namely:

1. Build connections with influencers (people who are able to influence followers on social media. The goal is to build communication with influencers, such as bloggers to make sure they know the company's products or services well so that they stay noticed. For example by inviting the influencers above to attend an interesting activity organized by the company or sending offers to try products or services. It is intended that these influencers write reviews or write about the product or service, thereby helping the company in building a brand image or corporate image.
2. Creating interesting content in public relations campaigns to get maximum results. Make interesting videos related to brands, products and services and send links via Twitter, Facebook and other social media. Apart from that, make a memorable tagline as a characteristic of your brand and spread it through social media. Utilization of social media properly, will help the successful implementation of a company's Public Relations activities. Social media is a powerful vehicle for carrying and disseminating messages about images, brands or services to millions of consumers online. Apart from helping in promotion, social media also provides its own advantages in managing public relations and business activities.

Facebook

Facebook is a social media service launched in February 2004, owned and operated by Facebook, Inc. as of September 2012, it has over one billion active users, more than half of whom use mobile phones. Users have to register before using this site. After that, users can create personal profiles, add other users as friends, and exchange messages, including automatic notifications when they update their profile. In addition, users can join common-interest user groups, organized by workplace, school or college or other characteristics and categorize their friends into lists such as "People from Work" or "Close Friends".

Facebook was founded by Mark Zuckerberg with his roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. Membership of this website was initially limited to Harvard students, but later expanded to other colleges in Boston, the Ivy League, and Stanford University. It gradually added support for students at various other universities before opening to high school students, and eventually to anyone aged 13 and over. However, according to a May 2011 Consumer Reports survey, there are 7.5 million children under the age of 13 who have Facebook accounts and another 5 million under the age of 10, violating the site's terms of service.

Study Compete.com month of January 2009 puts Facebook as a social media service that is most used according to the number of monthly active users worldwide. Entertainment Weekly put it on its end-of-the-decade "best of" list with comments, "How did we stalk our exes, remember coworkers' birthdays, bug our friends, and play Scrabulous before Facebook was created?" Quantcast estimated Facebook had 138.9 million monthly visitors in the US as of May 2011. According to Social media Today in April 2010, approximately 41.6% of the population in the United States had a Facebook account. Even so, Facebook's market growth started to stall in a number of regions with the loss of 7 million active users in the United States and Canada in May 2011. The name of this service comes from the name of the book given to students in the first academic year by several university administrations in the United States with the aim of helping students get to know each other. Facebook allows anyone at least 13 years of age to become a registered user on this site.

3. METHOD

Population and Sample

In this study, the population was Facebook users registered with PT Mediatama Binakreasi's Facebook friends, consisting of 1,057 friends. The sample is part of the population. In general, we cannot conduct research on all members of a population because there are too many. Required sampling in a population, in this study using non-random sampling technique in determining the sample. Non-random sampling is the process of selecting a sample where not all members of the population have the opportunity to be selected. There are several non-random sampling methods, including (Kountur, 2003):

1. Systematic Sampling

How to select a sample where every n^{th} member of the population is taken

as sample. The sample is selected by making a list of members of the population then from the list selected.

2. Convenience Sampling

How to select members of the population to be sampled where the researcher likes (convenience). Researchers will choose only available samples or those that are easy to obtain.

Operational Research Variables

Sugiyono (2012) suggests a classification of research variables based on the relationship between variables, namely:

1. Independent or independent variable (X)

Independent variable, namely the variable that influences or causes the change or the emergence of the dependent variable (dependent variable). The independent variable (X) in this study is the use of the Facebook social network.

2. Dependent or dependent variable (Y)

The dependent variable is the variable that is affected or which is the result because of the independent variable. The dependent variable (Y) in this study is PT Mediatama Binakreasi's Imaging.

Operational Variables and Research Indicators

Table 1 Variable Operationalization

Variable	Indicator
Independent Variable (X) Use of the Facebook Social Network	1. Intensity of Facebook Usage
	2. Friendship
	3. Information
	4. Order
	5. Social Interaction
	6. Reciprocal (Feed Back)
Bound Variable (Y) Image of PT Mediatama Binakreasi	1. Credibility
	2. Reputation
	3. Trust
	4. Opinion
	5. Professional
	6. Service
	7. Commitment
	8. Impression

Variable Measurement

The measurement of variables in this study uses a Likert Scale, which is a scale used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. With a Likert Scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be in the form of questions or statements (Sugiyono, 2007). The Likert scale uses five levels of answers as follows:

Table 2. Scale Instrument

Scale	Evaluation
Very good	5
Well	4
Enough	3
Not good	2
Very Not Good	1

Research Hypothesis and Model

The hypothesis is a temporary answer to the formulation of the research problem (Sugiyono, 1999). The hypothesis in this study is that it is suspected that there is an effect of using the Facebook social network on the image of PT Mediatama Binakreasi.

The research model that researchers use is as follows:



Figure 1. Research Model

Method of Collecting Data

According to Arikunto (2006) Data collection techniques are methods used by researchers to obtain the required data. Data collection methods that will be used in this study are:

Library Studies, namely as references and references obtained from theories and understandings that have been found previously, these theories are obtained from relevant books, journals and websites as findings of the theoretical basis for research conducted in this case relating to the social network Facebook and imaging. While the Field Study is collecting data by making direct observations at the place of the object being researched. Data collection techniques with field studies using 2 ways, namely:

Data analysis method

After the required data has been collected then the data will be analyzed, and there are several kinds of data analysis methods that will be carried out in this study, all of which use the help of SPSS 20 software.

Validity and Reliability Analysis

Testing with measuring instruments that meet the validation and reliability requirements level of accuracy which aims to facilitate data calculations and has a very high level of accuracy and to produce conclusions that can be accounted for.

1. Reliability analysis

Reliability analysis is the process of measuring the accuracy (consistency) of an instrument. This test is intended to guarantee that the instrument used is a reliable, consistent, stable and dependably instrument, so that when it is used many times it can produce the same data.

2. Validity Analysis

According to Sugiyono (2006) Validity analysis is a test step carried out on the content of an instrument, with the aim of measuring the accuracy of the instrument used in a study. This validity analysis aims to test the accuracy and accuracy of a measurement instrument in carrying out its measuring function, so that the data obtained is in accordance with the purpose of holding the measurement.

Inferential or Inductive Statistical Analysis

Inferential statistics is a part of statistics that studies the interpretation and general conclusions drawn from the available samples. Inferential analysis relates to population estimation and hypothesis testing from a data or situation or phenomenon. Inferential statistics function to predict and control circumstances or events.

1. Correlation Analysis (R)

What is meant by Correlation Analysis according to Andi Supangat (2007:339) is: "The level of relationship between two or more variables". This coefficient shows how big the relationship is between the independent variable (x) and the dependent variable (y). The R value ranges from 0 to 1, the closer the value is to 1, the stronger the relationship is, the closer the value is to 0, the weaker the relationship.

Table 3. Correlation Coefficient Interpretation

Coefficient intervals	Relationship Level
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1.000	Very strong

Source: Sugiono (2010:250)

2. Analysis of the Coefficient of Determination

Analysis of the Coefficient of Determination (Kd) is used to see how much the independent variable (X) has an impact on the dependent variable (Y) expressed as a percentage. The magnitude of the coefficient of determination is calculated using the following formula:

$$Kd = r^2 \times 100\%$$

Information:

Kd: Coefficient of Determination

r²: Correlation coefficient

3. Probability/Significance Analysis of Regression Results

Effect of Using Facebook Social Network Against the Imaging of PT Mediatama Binakreasi. Asmulyati Azhar

The significant level used is 0.05 or 5% because it is considered sufficient to represent the relationship of the variables studied and is a significant level that is commonly used in research status.

The formula for knowing the significant level:

$$Kd = r^2 \times 100\%$$

Information:

r = Correlation Correlation

n = Number of samples

Criteria for the results of hypothesis testing:

- 1) If $T_{hitung} < t_{table}$, then H_0 is accepted and H_a is rejected, meaning that there is no influence between the use of the Facebook social network on imaging;
 - 2) If $T_{hitung} > t_{table}$, then H_0 is rejected and H_a is accepted, meaning that there is an influence between the use of the Facebook social network on imaging.
4. Analysis of Linear Equations

This analysis aims to test whether there is a relationship between variable X and variable y, using:

$$Y = a + bx$$

Information:

Y = Predicted value

a = Constant or if the price X = 0

b = Regression Coefficient

X = Independent Variable Value

5. Normality Test

The normality test is carried out to determine whether the data that has been collected has a normal distribution or not (Sarwono, 2012: 96). A good regression model is normally distributed or close to normal which can be detected by describing the distribution of data through graphs.

6. Hypothesis Testing

According to Sarwono (2012: 95) is a temporary answer to the research problem formulation. It was said that while the answers given were only based on relevant theories and there was no definite answer because they were still temporary. In this research:

- 1) $H_0 ; \mu = 0$

This means that there is no relationship between variable X (use of the Facebook social network) and variable Y (imagery of PT Mediatama Binakreasi)

- 2) $H_a ; \mu \neq 0$

This means that there is a relationship between variable X (use of Facebook social network) and variable Y (imagery of PT Mediatama Binakreasi).

Place and time of research

The place for the implementation of this research is located in the office of PT Mediatama Binakreasi. With a sample of a portion of the outside population who are registered as friends from PT Mediatama Binakreasi's Facebook account. This research as a whole was carried out for 4 months, from April to July 2015.

4. RESULT AND DISCUSSION

Descriptive Statistical Analysis

Respondent identity

Through filling out a questionnaire regarding the respondent's identity variable in the form of: gender, age, and education, data analysis can be carried out on the criteria of respondents using SPSS 20 software with the following results:

1. Gender

Based on data processing represented by Graph 2. above, it can be seen that there are 60 (N) respondents where there are 24 male respondents and 36 female respondents. Thus, it can be concluded that the majority of respondents from PT Mediatama Binakreasi's Facebook friendship list are female, namely 36 respondents.

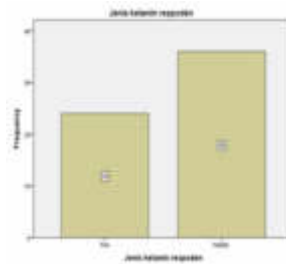


Figure 2. Gender

2. Education

Based on the processed questionnaire data, the results regarding the education criteria of the respondents were obtained which can be seen in 4.2. where respondents with other education levels totaled 10 respondents, at the Diploma level of education (Diploma) totaled 16, at the Bachelor Degree there were 29 at the Master Degree there were 5. Thus it can be concluded that the majority of respondents' education was at the Bachelor Degree.

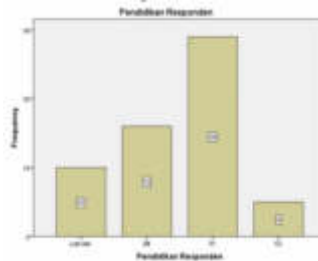


Figure 3. Education

Descriptive Statistics

	N	min	MAX	MEAN
px1	60	1	5	2.62
px2	60	2	5	3.75
px3	60	2	5	3.77
px4	60	2	5	3.70
px5	60	3	5	3.85
px6	60	3	5	3.70
px7	60	3	5	3.52
px8	60	3	5	4.02
px9	60	2	5	3.62
px10	60	2	5	4.05
Total Variable X	60	30	48	46.58
Valid B (Listwise)	60			

3. Age

In graph 4.3 it can be observed from 60 respondents (N), that 3 respondents were under 20 years old, 31 respondents were in the 20-29 year age range, while in the 30-39 year age range there were 13 respondents, 2 other respondents aged in the 40-49 years old, and the rest are over 50 years old with 2 respondents. Based on the data above, it can be concluded that the majority of respondents are in the age range of 20-29 years, namely 31 respondents.

Variable Descriptive Statistics of Facebook Social Network Usage

Table 5. Description of Average Variable Value

Average (Mean)	Description
0.00 – 0.99	Not very good
1.00 – 1.99	Not good
2.00 – 2.99	Pretty good
3.00 – 3.99	Well
4.00 – 5.00	Very good

In this section the author will present the results of data processing using SPSS 20 regarding the use of the Facebook social network at PT Mediatama Binakreasi, where the questionnaire has been distributed by the author in advance to 60 respondents (N) with answer weights according to the questions on the questionnaire, as shown in Table 4.6 which is below: Thus, it can be explained the descriptive statistics that exist in the Facebook Social Network Use variable. It can be concluded that for each question indicator there is as shown in Table 4.2. below this:

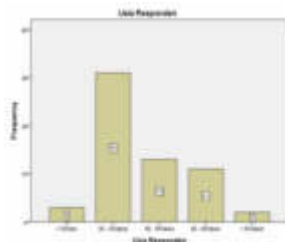


Figure 4. The Average Value of Facebook Social Network Use Variables

Based on table 4, it can be explained that the descriptive statistics exist on the variable using the Facebook social network, that for each question indicator (px1 to px10) with a total of 60 respondents, it can be seen in the minimum column that only px1 has a minimum value of 1, while the px2 indicator px3 px4 px9 px10 has a minimum value of 2 and px5 px6 px7 px8 has a minimum value of 3. In the maximum column, each indicator from px1 to px10 has the same maximum value of 5. Meanwhile, in the mean column, indicators px1 to px10 have varying values. in the range of 2.62 to 4.05. Thus, referring to Table 4.2, it can be concluded that the average value of each indicator is good enough to very good. Similarly, the overall mean total $(36.58/10 = 3,$

Imaging Descriptive Statistics of PT Mediatama Binakreasi

Through a similar method, an explanation of the descriptive statistics that exist in the image variable of PT Mediatama Binakreasi from 60 (N) respondents from the Facebook friend list of PT Mediatama Binakreasi can be given, so that conclusions can be drawn on each of the question indicators that can be seen from Table 6 below.

Table 6. The average value of PT Mediatama Binakreasi's imaging variables
Descriptive Statistics

	N	min	MAX	MEAN
px1	60	3	5	3.90
px2	60	3	5	3.95
px3	60	3	5	3.87
px4	60	3	5	3.85
px5	60	3	5	4.02
px6	60	3	5	4.05
px7	60	2	5	3.77
px8	60	3	5	3.90
px9	60	3	5	4.02
px10	60	3	5	4.02
Total Variable Y	60	33	50	39.33
Valid B (Listwise)	60			

Based on Table 6, it can be explained that the descriptive statistics on the imaging variable of PT Mediatama Binakreasi, that for each question indicator (py1 to py10) with a total of 60 respondents, it can be seen in the minimum column that only py7 has a minimum value of 1, and the indicator others py1 py2 py3 py4 py5 py6 py8 py9 py10 has a minimum value of 3. In the maximum column, each indicator from py1 to py10 has the same maximum value of 5. Meanwhile in the mean column from indicators py1 to py10 has a variation in values in the range of 3.77 up to 4.05. Thus, referring to Table 4.3, it can be concluded that the average value of each indicator is good to very good. Likewise, the total mean value overall $(39.33/10 = 3.93)$ has an average value of "Good".

Inferential or Inductive Statistical Analysis

In Chapter 3 the research methodology has been explained regarding descriptive statistics, and inductive or inferential statistics. Where inductive or inferential statistics include all methods related to the analysis of partial data (samples) or also often referred to as samples to then arrive at forecasting or drawing conclusions regarding the entire parent data (population).

Reliability Test

A measurement instrument (eg a questionnaire) is said to be reliable if it gives consistent scores on measurements, but a measurement cannot be said to be valid if it is not reliable. This means that reliability is an absolute prerequisite but not sufficient for validity (Stanislaus S. Uyanto, 2009: 273).

1. Reliability Test of Facebook Social Network Use According to Nunnally as quoted by Imam Ghozali (2009: 47) that to measure reliability with Cronbach's statistical test.

$Alpha(\alpha)$ where a construct or concept variable is said to be reliable if it gives a minimum value of Cronbach Alpha > 0.60.

Table 7. Reliability Statistics & Item-total Statistics Effect of Facebook Social Network Use

Reability Statistics				
Cronbach's Alpha	N of items			
622	10			
Item-Total Statistics				
	NScale Mean if Items Deleted	Scales Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
px1	33.97	10507	.021	.690
px2	32.83	8,718	.538	.533
px3	32.82	9,779	.345	.584
px4	32.88	10037	.251	.606
px5	32.73	10.165	.279	.599
px6	32.88	9,596	.440	.566
px7	33.07	9,962	.387	.579
px8	32.57	10,690	.186	.617
px9	32.97	10.202	.284	.598
px10	32.53	9,711	.382	.577

Through SPSS 20 output regarding Reliability Statistics in Table 4.4. it can be seen that the value of Cronbach's Alpha is more than 0.60 as required which is exactly 0.622 so that it can be said that the assessment instrument is reliable. Meanwhile, the output of Item Total Statistics can be seen in Table 4.4. it can be stated that there are 7 indicators that are not reliable, namely px2 px3 px5 px6 px7 px9 px10 with a Cronbach's Alpha value in the range of 0.533 to 0.599 while the other 3 indicators namely px1 px4 px8 have a Cronbach's Alpha value above 0.60 so that it can be declared reliable or reliable.

2. Imaging Reliability Test of PT Mediatama Binakreasi Based on the results of the imaging reliability test of PT Mediatama Binakreasi from the SPSS 20 output in Table 4.5, namely regarding Reliability Statistics, it can be obtained that the Cronbach's Alpha value is 0.814 greater than the required value of 0.60 so that the assessment instrument on the PT imaging variable Mediatama Binakreasi is reliable or reliable. Meanwhile, if the indicators on the instrument are described as in the Total Statistics Items in Table 4.5 it is clear that the results shown strongly support the results from the Reliability Statistics Table, namely all indicators from py1 to py10 have a Cronbach's Alpha value of more than 0.60 so that all indicators can be declared reliable or reliable.

Table 8. Reliability Statistics& Item-total Imaging Statistics PT Mediatama Binakreas

Reability Statistics				
Cronbach's Alpha	N of items			
814	10			
Item-Total Statistics				
	NScale Mean if Items Deleted	Scales Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

px1	35.43	14,690	.406	.807
px2	35.38	13,393	.598	.786
px3	35.47	14,694	.360	.811
px4	35.48	14.152	.447	.803
px5	35.32	13,949	.500	.797
px6	35.28	13,054	.592	.786
px7	35.57	14,080	.406	.808
px8	35.43	13,877	.539	.793
px9	35.32	13,745	.518	.795
px10	35.32	13,271	.569	.789

Validity test

Validity or validity comes from the word validity which means the extent to which the accuracy and accuracy of the measuring instrument performs its measuring function (Sofian Yamin & Herry Kurniawan (2009).

1. Test the validity of the use of the Facebook Social Network

Based on the results of calculations using SPSS 20 as shown in Table 4.6 regarding the validity of using the Facebook social network, it can be seen that the total value of the correlation between each indicator on the construct or concept score, by looking at the pearson correlation shows significant results for all indicators (px1 to px10), shows significant results at the 99% level of confidence or significant at the 0.01 level (2-tailed).

2. Test the validity of PT Mediatama Binakreasi's image

Based on the display of the SPSS 20 output, it can be seen in Table 4.7 the validity of PT Mediatama Binakreasi's imaging that the total value of the correlation between each indicator (py1 to py10) to the construct or concept score shows significant results at the 99% confidence level or significant at the 0.01 level (2-tailed).

Analysis of the Use of the Facebook Social Network on the Image of PT Mediatama Binakreasi

This analysis aims to find out how far the relationship exists between the two variables if indeed there is a significant influence and relationship between the two. By using this analysis it can be described the relationship between the two desired variables in the form of a straight-line equation (linear) and the closeness of the relationship and the predictions (predictions) of the two variables can be seen in the form of influence.

1. Descriptive Statistics

Table 4.8 below is the output of data processing using SPSS 20 regarding Descriptive Statistics. It can be seen that with a total of 60 (N) each sample, the variable use of the Facebook social network (variable x) has a mean value of 39.33 with a standard deviation of 4.099 while the imaging variable PT Mediatama Binakreasi (variable y) has a mean value of 36.58 with a standard deviation of 3.431.

Table 9. Descriptive statistics

	Descriptive Statistics		
	Means	STD DEVIATION	N
Total Variable Y	39.33	4,099	60
Total Variable X	36.58	3,431	60

2. Correlation Coefficient (R)

The correlation coefficient is often denoted by the letter (r). The correlation coefficient is expressed as a number, ranging from 0 to +1 or 0 to -1. Positive (+) or negative (-) notation indicates the direction of the relationship between the two variables. Positive notation (+) means that the relationship between the two variables is in the same direction (positive correlation), if one variable increases, the other variable also increases. Negative notation (-) means that the two variables are inversely related (negative correlation), meaning that an increase in one variable will be accompanied by a decrease in the other variable.

Table 10. Correlation
Correlations

	Total value	Total value
--	-------------	-------------

		y variable	x variable
Pearson	Total Value of Variable Y	1,000	.604
Correlation	Total Value of Variable X	.604	1000
Sig. (1-tailed)	Total Value of Variable Y	.	000
	Total Value of Variable X	000	.
N	Total Value of Variable Y	60	60
	Total Value of Variable X	60	60

- If the value of $r > 0$, it means that there is a positive linear relationship (positive correlation), that is, the greater the value of variable X, the greater the value of variable Y, or the smaller the value of variable X, the smaller the value of variable Y.
- If the value of $r < 0$, it means that there is a negative linear relationship (negative correlation), that is, the greater the value of variable X, the smaller the value of variable Y, or the smaller the value of variable X, the greater the value of variable Y.
- If the value of $r = 0$, it means that there is no relationship at all between variable X and variable Y.
- If the value of $r = 1$ or $r = -1$, then it can be said that there has been a perfect linear relationship, in the form of a straight line, while for r which is increasingly directed towards the number 0 (zero), the line is increasingly not straight. So the conclusions that can be drawn for the correlation of the use of the Facebook Social Network on PT Mediatama Binakreasi's image using the Pearson Correlation formula with a one-tailed test (Sig. (1-tailed)) obtained the number 0.604 as seen in the Total table, this means:
 - Direction of positive correlation
The magnitude of the correlation coefficient obtained is 0.604 which according to Sugiyono (2007) as explained in chapter 3 that the correlation coefficient interval of 0.60 - 0.799 has a "strong" relationship.

5. CONCLUSION

Regarding the identity of the respondents studied, namely people who are active and registered in the friendship account of PT Mediatama Binakreasi with a total of 60 respondents ($N = 60$) for gender, female respondents far outnumber male respondents. When viewed from the education level of respondents dominated by respondents with Diploma IV and Strata 1 (S1) education. And for the age level, most are 20 to 29 years old.

The results of the variable analysis using the Facebook social network which has 10 question indicators are statistically descriptive, that for each question indicator (px1 to px10), only px1 has a minimum value of 1, while the px2 px3 px4 px9 px10 indicator has a minimum value of 2 and px5 px6 px7 px8 has a minimum value of 3. And each indicator from px1 to px10 has the same maximum value of 5. Meanwhile, the average of the indicators for using the Facebook social network has varying values in the range of 2.62 to 4.05. Thus, it can be concluded that the average value of each indicator is good enough to very good. Likewise, the total mean value overall ($36.58/10 = 3.66$) has an average value of "good".

The results of the reliability test for the variable using the Facebook social network can be seen that the value of Cronbach's Alpha is greater than 0.60 as required, which is exactly 0.622 so that it can be said that the assessment instrument is reliable. Meanwhile, it can be seen that the output regarding Item Total Statistics can be obtained by stating that there are 7 indicators not reliable, namely px2 px3 px5 px6 px7 px9 px10 with a Cronbach's Alpha value in the range of 0.533 to 0.599 while the other 3 indicators namely px1 px4 px8 have a Cronbach's Alpha value above 0.60 so that it can be declared reliable or reliable. While the validity test shows the result that the total value of the correlation between each indicator on the construct or concept score, shows significant results for all indicators (px1 to px10) significant results for all two-sided (2-tailed) indicators with $\alpha = 0, 01$ which means valid.

The results of the analysis of PT Mediatama Binakreasi's imaging variables which have 10 question indicators are statistically descriptive, that for each question indicator (py1 to py10), only py7 has a minimum value of 1, and other indicators py1 py2 py3 py4 py5 py6 py8 py9 py10 has a minimum value of 3. And each indicator from py1 to py10 has the same maximum value of 5. Meanwhile, the average of PT Mediatama Binakreasi's imaging indicators has varying values in the range of 3.77 to 4.05. Thus, it can be concluded that the average value of each indicator is good to very good. Likewise, the total mean value overall ($39.33/10 = 3.93$) has an average value of "Good".

The results of the PT Mediatama Binakreasi imaging variable reliability test show that the value of Cronbach's Alpha is greater than 0.60 as required, which is 0.814 which means that the assessment

instrument for PT Mediatama Binakreasi's imaging variable is reliable. Meanwhile, if the indicators on the instrument are described as in Item Total Statistics, it shows that the results of all indicators from py1 to py10 have a Cronbach's Alpha value of more than 0.60 so that all indicators can be declared reliable. While the validity test shows the result that the total value of the correlation between each indicator (py1 to py10) to the construct or concept score shows significant results for all two-sided (2-tailed) indicators with $\alpha = 0.01$ which means valid.

The results of processing inferential or inductive statistical data using SPSS 20 obtained a simple linear regression with a correlation coefficient (R) of 0.604, which means the direction of the correlation is positive with a "strong" relationship. With value $R^2 = 0.365$ or a percentage contribution of 36.5%, in other words, there is another factor of 0.635 or 63.5% which also influences the image variable of PT Mediatama Binakreasi.

The results of hypothesis testing are shown in the Model Summary in the Sig column. F Change = 0.000 and the same is also seen in the Coefficients in the Sig column. = 0.000. Because the Sig value (0.000) is smaller than the value α (0.05) then H_0 rejected and H_a accepted, which means that there is a significant influence between the use of the Facebook social network on PT Mediatama Binakreasi's image.

Reference

- [1] Anonymous, "Pengertian Citra", <https://mirzualone.wordpress.com/2012/05/16/pengertian-citra/>, tanggal diakses 14 April
- [2] Anonymous, "Profil PT Mediatama Binakreasi",
- [3] <http://www.mediatamabinakreasi.com/>, tanggal diakses 12 Juli 2015
- [4] Anonymous, "Public Relations",
- [5] <http://ariplie.blogspot.com/2015/04/pengertian-dan-konsep-konsep-public.html>, tanggal diakses 14 April
- [6] Ardianto, Elvinaro., dan Soleh Soemirat. Dasar-Dasar Public Relations. Bandung: PT. Remaja Rosdakarya, 2010.
- [7] Kaplan, Andreas M. dan Michael, Haenlein. *Users of the world, unite! The challenges and opportunities of Social Media*. New Delhi: Business Horizon (2010).
- [8] Kim, Larry. *New Era of Business: Start-up and The Marketing*. Boston: Word Stream Publisher (2012).
- [9] Krisyantono, Rachmat. Teknik Praktis Riset Komunikasi. Jakarta: Kencana Prenada Media. (2008).
- [10] Mulyana, Deddy. Ilmu Komunikasi Suatu Pengantar. Bandung: PT. Remaja Rosdakarya (2007).
- [11] Sarwono, Jonathan. *Metode Riset Skripsi Pendekatan Kuantitatif. Menggunakan Prosedur SPSS*. Jakarta: PT. Elex Media Komputindo (2012).
- [12] Seiple, Pamela. *How to Leverage Social Media for Public Relations Success*. Dublin: Hubspot. (2010).
- [13] Strauss, Judy dan Frost, Raymond. *E-Marketing edisi internasional ke 6*. London: Pearson (2012).
- [14] Sugiyono. "Metode Penelitian Bisnis". Bandung: C.V. Alfabeta. (2007).
- [15] Sarwono, Jonathan. Quantitative Thesis Research Methods. Using SPSS Procedure. Jakarta: PT. Elex Media Komputindo (2012).
- [16] Seiple, Pamela. How to Leverage Social Media for Public Relations Success. Dublin: Hubspot. (2010).
- [17] Strauss, Judy and Frost, Raymond. E-Marketing 6th international edition". London: Pearson (2012).
- [18] Sugiyono. "Business Research Methods". Bandung: CV Alfabeta. (2007).
- [19]