

ABSTRACT

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The Impact of the Intensity of Reading “Ensiklotepi” Rubric in Tribun Jogja towards the Establishment of Taman Pintar Yogyakarta Image as a Means of Expression, Appreciation, and Science Creation in a Pleasant Environment in 2018

Year Thesis : 2018 + xiv + 137 pages

References : 21 books + 7 thesis + 7 journals + 9 media online + 3 institutional documents + 1 interview

Image is the main purpose of a company or organization. Positive image can eliminate the negative image from the public and be beneficial for the company. Taman Pintar Yogyakarta has a various company programs to build an image and maintain its reputation. On of the program is “Ensiklotepi” rubric.

This research aims to find out the impact of the intensity of reading “Ensiklotepi” rubric towards the image of Taman Pintar Yogyakarta. It is a quantitative research with survey method. Method of collecting the data uses questionnaire with 160 respondents who are the readers of Tribun Jogja as the research sample. Accidental sampling is used as the method of collecting samples, and simple regression as the method of analysis.

The result shows that the intensity of reading “Ensiklotepi” rubric gives positive and significant impacts towards the image of Taman Pintar Yogyakarta, because the regression coefficient has a positive value of 0,318 and significance value 0,000. The intensity of reading the rubric affecting the image with 31,7%. Meanwhile, the other factors which reach 68,3% will not be analyzed in this research, such as *advertising*, like billboard, *public relations*, like corporate social responsibility programs, *physical image*, *word of mouth*, and *direct consumer experience*.

Key words: Company Image, Reading Intensity