

ABSTRACT

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The Impact of Social Media Usage on Instagram @freeportindonesia and PT Freeport Indonesia's Sponsorship of the Indonesian National Football Team on Corporate Image

Keywords: Corporate Image, Instagram, PT Freeport Indonesia, Sport Sponsorship

(xii + 98 + Appendices)

The main objective of this research is to determine and analyze the impact of social media usage on Instagram @freeportindonesia and PT Freeport Indonesia's sponsorship of the Indonesian National Football Team on corporate image using a quantitative approach. This study utilizes William J. McGuire's Inoculation Theory, a strategy designed to strengthen an image in anticipation of potential attacks by employing two key dimensions of resistance: perceived threat and counterargument which provide resistance and prevention before an attack on the corporate image occurs. PT Freeport Indonesia is a mining company in Indonesia that extracts and processes mineral ore to produce copper, gold, and silver concentrates in the highlands of Mimika Regency, Papua Province, Indonesia. PT Freeport Indonesia is the leading sponsor of the Indonesian National Team for the 2023/2024 period. The research sample comprised 400 respondents who followed the @freeportindonesia Instagram account and attended or streamed live Indonesian National Team football matches during PTFI's sponsorship. Data analysis in this study utilizes validity, reliability, normality, multiple linear regression, f-test, and t-test using SPSS 25. The results of this study indicate that the variables of Instagram @freeportindonesia social media usage and PT Freeport Indonesia's sponsorship of the Indonesian National Football Team both have a partial and simultaneous effect on corporate image. Among these variables, the most dominant influence is the variable of Instagram @freeportindonesia social media usage.

Bibliography (1964-2024)