ABSTRACT

Trieyani / 21407002 / *Analysis of Corporate Image At Post Office Branch Ujung Berung Bandung* / Under Guidance Dr. Rahma Wahdiniwaty, Dra.M.Si.

When the world was introduced to the multimedia era, where the internet and mobile phones were mushrooming in our country are very significant changes which we can be seen from the reduction in the public interest against the activities of the correspondence that has now been substituted by the ease of multimedia. One of them is represented by e-mail or service that is still popular use of the community from the top to bottom and from all ages that cell phone service based on sending short messages or Short Message Service so that the image At Post Office Branch Ujung Berung Bandung is changing.

The purpose of this study was to determine the responses of the image At Post Office Branch Ujung Berung Bandung.

The method used is descriptive method. Descriptive method is a form of data collection that aims to describe, explain the circumstances that exist in the firms to then be processed into data, or methods that interpret, analyze and describe the data and information clearly related to the problem under study. As for the sampling conducted in this study is a sample of The Random Simple (Simple Random Sampling) with a sample of 100 respondents, and techniques of data collection by field studies (observation, questionnaires, interviews) and literature study (documentation).

From the analysis and discussion of the responses regarding the company's image on the tip At Post Office Branch Ujung Berung Bandung rated as good.

Keywords: Corporate Image