



**STRATEGY IN BUILDING PERTAMINA (PERTAMAX) AWARENESS THROUGH
THE “#YOURCHOICEMATTERS” CAMPAIGN**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom.)

By:

GOSPEL ENGGARINGTYAS
009201900070

**FACULTY OF HUMANITIES
COMMUNICATION STUDY PROGRAM
CIKARANG
SEPTEMBER, 2023**

PANEL OF EXAMINER APPROVAL

The Panel of Examiners declare that the final project entitled **Strategy in Building Pertamina (Pertamax) Awareness Through the “#YourChoiceMatters” Campaign** that was submitted by Gospel Enggaringtyas majoring in Communication Science from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on September 28th 2023.

Panel of Examiner

A handwritten signature in black ink, appearing to read 'Abhirama', with a large, sweeping flourish extending to the right.

Abhirama S.D. Perdana. S.Pd., M.Ed., MComn&MediaSt.

Reviewer

A handwritten signature in blue ink, appearing to read 'Shihab', with a large, sweeping flourish extending to the right.

Mohammad Shihab. S.I.Kom. M.I.Kom.

Advisor

Statement of Authorship

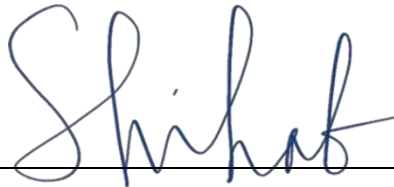
This final project is my own work containing, to the best of my knowledge and belief, no material published or written by another person except as referred to in the text. None of the material submitted as part of this final project has been accepted for the award of any other degree or diploma in any tertiary institution.



Signed: Gospel Enggarngtyas

Dated: September 2023

As (a) supervisor(s) of GOSPEL ENGGARINGTYAS, I confirm that the work submitted in this final project has, to the best of my knowledge, been carried out by the student named above, and is worthy of examination.



Signed: _____

Dated: September 2023

Supervisor's name: Mohammad Shihab, S.I.Kom., M.I.Kom.

STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the undergraduate thesis/final project/business plan (underline that applies) stated below:

Name : Gospel Enggaringtyas
Student ID number : 009201900070
Study Program : Communication Science
Faculty : Faculty of Humanities

I hereby declare that my final project entitled "Strategy in Building Pertamina (Pertamax) Awareness Through the “#YourChoiceMatters” Campaign" is, to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this final project, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, 28th September 2023


(Gospel Enggaringtyas)

SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As a student of the President University, I, the undersigned:

Name : Gospel Enggarinyas

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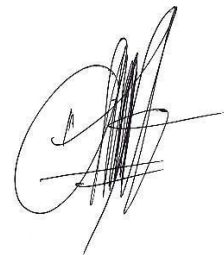
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Advisor's Name : _Mohammad Shihab, S.I.Kom., M.I.Kom.
NIDN : 0402029003
Study program : Communication
Faculty : Humaniora

Declare that following final project:

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Student ID number : 009201900070

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Cikarang, 28th September 2023

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(Mohammad Shihab, S.I.Kom., M.I.Kom.)

Final By Course Gospel Enggarintyas

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CHAPTER I INTRODUCTION

1.1 Background of Problem

PT Pertamina (Persero) is one of the companies in Indonesia engaged in the supply and development of energy, which they have been designated by the Ministry of BUMN of the Republic of Indonesia since June 12 2020 as the holding company.

As a company engaged in the energy sector, PT Pertamina (Persero) is tasked with meeting the needs of Indonesian people for fuel oil (BBM), therefore PT Pertamina (Persero) provides eight types of BMM as a choice for Indonesian people to be adapted to their needs and abilities.

The eight types of BMM available are Pertamina Racing, Pertamina Turbo, Pertamina, Peralite, Premium, Pertamina DEX, Dexlite, and Solar.

However, even though the public is still minimally educated about the fuel itself, they do not consume fuel

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