

The Impact of the Functions of Communication on Corporate Image
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Abstract. According to the results of the research conducted by Cuponation (Nancy, 2018), Indonesia has the fourth highest Instagram user in the world. The features that exist in Instagram made four of the communication functions, which are: to inform, to educate, to entertain and to influence (Effendy, 2003 in Shirley and Azeharie, 2014), delivered easily to the audience. The features in Instagram include these four communication functions, combined with other advantages of new media, are utilized by companies as a communication medium to build and manage the companies' image. This study aims to determine the extent of the impact of the communication function on ZEN Rooms Company Image, especially on Instagram towards its followers in Indonesia by using the stimulus-organism-response theory that is relevant to the image formation process. The type of this research is an explanatory survey research with a quantitative approach. The method is survey research towards ZEN Rooms Indonesia's Instagram followers, using questionnaires as its instrument to 390 respondents which are selected by using non-probability purposive sampling method. The result of this study indicates that communication function has positive and significant impact on the corporate image of ZEN Rooms Indonesia by 75%.

Keywords: Communication Function, Social Media, Instagram Company Image

Introduction

In today's globalization, the world community has entered the era of digital information and communication, which makes individuals and companies capable to communicate using various media. The development of communication technology and the internet have a big influence in Indonesia, so besides communicating through the company's main media such as its application or website, the company also has various options of communication platforms in the internet world. One of the most widely used platform is social networking site or social media, which has become a trend in the life of the world community, including in Indonesia.

Social media such as Facebook, Twitter, Instagram, etc., are web-based services that allow users, including organizations, to create profiles, view available user lists, invite or accept friends to join the circle, share posts, images or videos that can be seen by the network.

According to Cuponation's research (Nancy, 2019), Indonesia has the fourth highest Instagram –one of the most popular social media nowadays – user in the world. Furthermore, based on the research released We Are Social, active users of social media in Indonesia in January 2018 - January 2019 had reached 150 million from the total population of 268.2 million, which means around 56%, or more than half of the population.

Effendy (2003) in Shirley and Azeharie (2014:89), simplified the functions of interpersonal communication and mass communication into 4 functions as follows: to inform, to educate, to entertain and to influence. Companies communicate in order to provide information, insights, entertainment and persuasion to achieve their goals to their audiences.

Instagram as the fourth most popular social media in Indonesia enables its users as the communicator to post content in the form of images or videos as its main feature, with additional features such as photo editors, captions, tags and hashtags, as well as integration into

other social media. These features enabled the communication functions to be maximized and delivered easily.

According to Kriyantono (2012), one of the goals of Public Relations is to build a positive image towards its audience. Positive image means that the public believe that the company's credibility is good. Therefore, it is important for PR practitioners to understand the factors that enable to create or influence positive image, then create that wish image as one of the functions of Public Relations.

ZEN Rooms is an Internet-based budget hotel booking site & smartphone application targeting the millennial generation that has penetrated Indonesian market since 2015. Quoting from its company profile, ZEN Rooms cooperates with budget hotels that do not have websites to provide affordable hotel rooms that meets ZEN Rooms' predetermined standards.

Compared to the other budget hotel apps such as Air B&B, OYO and RedDoorz, ZEN Rooms' ratings on the app store and play store when this research was conducted, is at the lowest level, which can be seen in Figure 1 and 2.

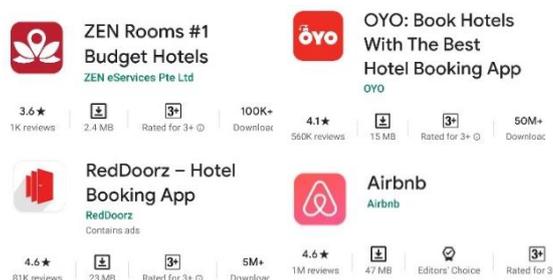


Figure 1. Screen shots of 4 Indonesia's budget hotel apps on Android Play Store



Figure 2. Screen shots of 4 Indonesia's budget hotel apps on App Store iOS

The fact presented above is very unfortunate, because to in the digital world, rating is a reflection of company's applications. Since ZEN Rooms is a company that sells its services on its applications as its main platform, it affects its corporate image. Therefore, it is very important for ZEN Rooms to be able to maximize the use of the four communication functions in order to create a better corporate image.

Onggo (2004) in Sari (2018) described that if off-line Public Relations Officers depend on intermediaries (reporters, etc.) in order to deliver messages through traditional media in order to build a corporate image, cyber Public Relations can directly convey the company messages to its target audiences by take advantage of Internet great potential.

Considering that ZEN Rooms is an internet-based company, social media is surely the company's main communication media that being used in order to utilize the four main functions of communication effectively, wich are to inform, to educate, to influence and furthermore, to influence its audiences in Indonesia in a hope to create a positive corporate image eventually.

The results of "Budget Hotel Apps" research (Daily Social, 2019) revealed that most of budget hotel apps users are millennials, with age ranging from 20 to 35 years old. According to another survey conducted by We Are Social, Facebook and Instagram are the third and fourth most used social media by Indonesians, with the largest age range of users aged 18-34 years old.

Based on the facts that Indonesia has the fourth highest Instagram user in the world, and the similarity in the age category of the most budget hotel application users with the most active social media users in Indonesia, it can be concluded that the highest users of budget hotels apps are also the ones who are most active on social media. In addition, there have not been many quantitative studies that analyze these two variables (they are mostly found in qualitative studies). Furthermore, there has never been any research on the impact of the communication functions (on social media Instagram) on ZEN Rooms' company image.

Moreover, looking at the results of previous research conducted by Lestari (2019) with the findings that the contents of Instagram messages contributed greatly to the image of the Aksi Cepat Tanggap (ACT) foundation, which was 83.7%. This finding has added the interest to apply this research to ZEN Rooms Indonesia, in order to find out the extent of the impact of the communication functions on the formation of corporate image by conducting a survey of ZEN Rooms Indonesia's Instagram Followers.

Theoretical Foundations

Communication

Communication is a word that includes all forms of interaction with other people in the form of casual conversation, persuasion, educating and negotiation (Nurjaman & Umam, 2012:36).

Effendy (2011: 13) described communication as a process of conveying thoughts and feelings from one person to another using symbols that have the same meaning for both parties. In certain situations, communication uses certain media to reach communicants who are many and / or located far apart.

From the definitions above, it can be concluded that communication is a form of interaction as a process of delivering or exchanging opinions, information, feelings or attempts to persuade from the communicator to the communicant by using symbols that have the same meaning for both parties in order to achieve a common understanding.

The Functions of Communication

The functions of interpersonal and mass communication have been simplified by Effendy (2003) in Shirley and Azeharie (2014:89) into 4 functions as follows:

1. To inform: Provide information to the public, both notifying events that have occurred and/or ideas (thoughts and behavior of others).
2. To educate: As a means of education. Through communication, humans can convey their ideas and thoughts so that they can provide education about information and science.
3. To entertain: Communication also has a function to convey entertainment or entertain others.
4. To influence: To influence the thoughts of communicants and even further, as an attempt to change the attitudes and behavior of the communicants as the communicators' desires.

Therefore, it can be concluded that communication is effective, if the communication carried out by the company, in this case ZEN Rooms Indonesia represents the functions of communications above, which are to change attitudes, opinions and behavior of their audience in order to achieve the company's goal.

Digital Communication (New Media Theory)

The emergence of global interactive technologies in the last decades of the 20th century, exemplified by the internet that has dramatically changed the nature and scope of communication mediums. These transformations heralded the declaration of a 'second media age' based exclusively on the rise of interactive media and the diminishing dominance of broadcast forms of media such as newspapers, radio and television. The most significant exponent of the second media age is the rapid take-up of interactive forms of communication (Holmes, 2005:4).

According to Barr (2000) in Holmes (2005:8), an inherent strength of the internet is its anarchy compared to established modes of ownership and control of traditional media: there are no direct equivalents to the 'gatekeepers' of content and form which characterize the major media of the past few decades, the press and broadcasting. Everyone who has access to the Net can become their own author, expressing their own sense of identity to other Net users scattered through-out the world.

Littlejohn (2011:340), described that the social interaction approach distinguishes media in terms of how close the media is to the model of face-to-face interaction. The new media emphasizes a more interactive network and creates a new sense of personalized communication compared to the older forms of broadcast-oriented media which emphasized transmission of information, therefore reducing the possibility of interaction.

McQuail (2006) in Efendi, et. al. (2017:13), gave the term 'new media' to the convergence between digital communication technology that is computerized and connected to the network. New media is anything that can transmit information (intermediaries) from the communicator to the communicant with two main elements, digitalization and convergence. The internet is a proof of convergence since it combines several functions of other media such as audio, video and text.

Madouni (2020:420) has highlighted from some experts that new media has been the main force accelerating the development of globalizing society with its digital, convergent, interactive, hypertextual and virtual nature, has brought human interaction and society to a highly interconnected and complex level.

In Indonesia, based on the results of a research conducted by Haryanto (2020), internet users in Indonesia have exceeded half of the population, which is 64% or 175.4 million people from the total population of 272.1 million. Then, according to data from the *Asosiasi Penyelenggara Jasa Internet Indonesia* (APJII) which means Indonesian Internet Service Providers Association, Java is the island with the largest internet users in Indonesia.

New media is a combination between interpersonal communication and mass communication. The reach of a broad audience globally makes new media can be said as mass communication, but at the same time the message is created, directed and consumed personally is also a characteristic of interpersonal communication. Therefore in social media, interpersonal communication and mass communication are fused into one (Watie, 2011: 72-73).

The Functions of New Media

Djamal and Fachruddin (2011) in Herliani (2015:218), described five functions of new media:

1) Providing information flow that can be accessed quickly and easily, anywhere and anytime, makes it easier for someone to get something that is sought or needed without having to search directly from the source of the information.

2) As a medium of transactions. Ease of buying and selling products and services or contacting customer service via the internet.

3) As an entertainment medium.

4) As an efficient communication medium. Users can communicate with anyone without being limited by distance and time, such as video conference.

5) As a means of education, the learning process becomes clear and attractive, more interactive, enabling the learning process to be carried out anywhere, made it more efficient in the terms of time and energy.

Social Media

According to Nasrullah (2014:36), social networking sites or social media (social media) such as Facebook, Twitter, and Skype are media used to publish content such as profiles, activities, or even user opinions as well as media that provide space for communication and interaction in social networks within the cyberspace.

According to Boyd in Doorley dan Garcia (2015:128), social media is often used to describe the collection of software that enables individuals and communities to gather, communicate, share, and in some cases collaborate or play. Drury (2008) in Oluwatobi, et. al (2020:41) further defined social media as an online resource which is easily accessible to the public to share contents including: video, photos, images, text, ideas, insight, comedy, opinion, gossip, news.

Martyna (2020:151) concluded from various studies that with each passing day, social media are transforming into an increasingly influential channel of communication with customers.

From the definitions above, we can conclude that social media is a new, influential, communicating medium with all its functions (conveying information, educating, entertaining, influencing) as well as interacting both in the form of text, images, and videos that can be easily disseminated by the audience.

Instagram

Winarso in Dailysocial.id (2015) defined Instagram simply as a mobile application based on iOS, Android and Windows Phone where the users can target, edit and post photos or videos to the main page (feeds) of Instagram and other social networks.

Winarso (2015) also explained that the photos or videos that are shared will also be displayed on the feeds of other users who followed the user. The friendship system on Instagram uses the terms 'following and follower'. Following means you follow another users, follower means other users who follow you. Furthermore, each user can interact by providing comments and giving like responses to photos that are shared.

The results of Napoleon Cat's research for the period of January - May 2020 stated that the dominant gender category of Instagram users in Indonesia is women with a difference of 1-2 percent. In addition, 63% of women also tended to be more active on Instagram every day compared to men who were only 37% (Iman, 2020).

By using Instagram, ZEN Rooms Indonesia can communicate through pictures and texts to its audiences. The communication type is two-way communication because of the comments column which allows interaction between ZEN Rooms Indonesia and its audiences. The followers' openness system also allows ZEN Rooms Indonesia to find out how big their audience is.

Stimulus-Organism-Response (S-O-R) Theory

According to Ma'rat (1984) in Ardianto (2010:134), S-O-R theory emphasized the process of understanding which involves cognition. In S-R theory, the components of cognition took precedence, affection is neglected, while conation depended on rewards and punishments is a result of the stimulus strength. In the S-O-R theoretical approach, the method of giving effective rewards are prioritized so that the conation component can be directed at the desired goal. Providing information is something that is important in order change the components of cognition.

This theory described 'change in attitude' depends on the process that occurs in the individual as follows (Ardianto, 2010):

- a. The stimulus exerted on the organism can be accepted or rejected. If the stimulus is rejected, it means that the stimulus is not effective enough to influence the organism, hence there is no attention from the organism. Then the process stopped. But if the stimulus is accepted, it means that the stimulus is effective and there is a reaction, therefore there is communication and attention from the organism.
- b. After the stimulus has been accepted, the next step is the correctly comprehending process of the stimulus. This comprehension is what needed from the organism in order to continue to the next process
- c. In this step the organism can properly accept what has been processed, resulting in a willingness to change attitudes

Ardianto (2007:134-135) also added that in the process of attitude change can be successful only if the stimulus given exceeded the original stimulus. The stimulus will be answered with attention to the content that uses the cognition component to provide information about the stimulus. This information is processed through a learning process based on experience.

The relevance of the S-O-R model in this research is as follows:

1. Stimulus is the message, communicated by ZEN Rooms Indonesia through Instagram.
2. Organism is ZEN Rooms' Instagram followers.
3. Response is the opinion of ZEN Rooms' Instagram followers on ZEN Rooms' corporate image.

Corporate Image

Sutojo (2004) in Ardianto (2016:62) described the definition of image as follows: Image as a public perception of the company's identity is based on what is known by the public or what they think about the company based on their knowledge and understanding of facts. The company image became a guideline for many people in the process of making various important decisions. Image can be known through the attitude shown by an individual towards the organization, for example as a consumer: to buy the goods / services provided, to be loyal customer and to recommend it to others.

With communication that contains information, programs, and company activities through social media, if consistently managed properly, ZEN Rooms Indonesia can create a positive image.

Image Formation Process

Danasaputra (1995) in Soemirat & Ardianto (2016:114-116) described the image formation process as follows:

Cognitive effects resulting from communication greatly affects the process of establishing one's image. Image is formed based on knowledge and information received by a person on an object. Communication does not necessarily lead to certain behaviors directly, but tends to influence the way we organize our image of the environment. The process of forming image in cognitive structures in accordance with the definition of the communication system described by John S. Nimpoeno quoted by Soemirat and Ardianto (2016:114-116):

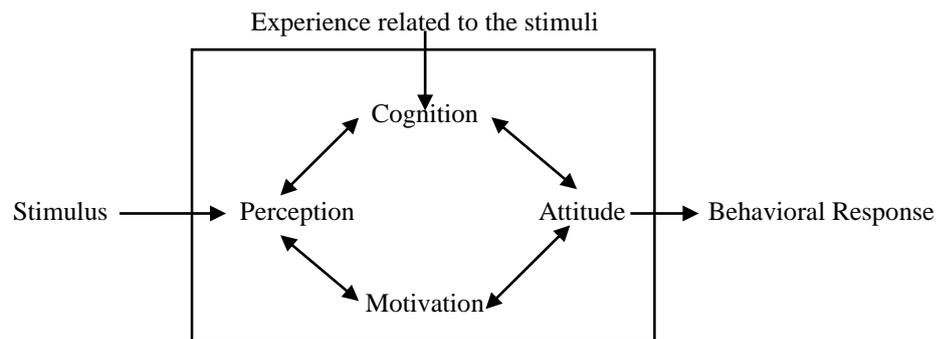


Figure 3. Image formation model (Nimpoeno in Soemirat and Ardianto, 2016)

The image formation model above shows how external stimulus are organized and affect the responses. Stimulus can be accepted or rejected. If rejected, the process stops there, which indicated that the stimulus is ineffective in influencing the individual because it does not cause attention from the individual. Conversely, if the stimulus is accepted, it means that there is communication and attention from the organism, then the process will continue to the next step (Soemirat and Ardianto, 2016).

Dimensions of Corporate Image

According to Keller (2003) in Nata (2019:9), the dimensions of corporate image consist of four important associations as follows:

1. Common Product, Attributes, Benefits or Attitudes: The company name or brand has a high association with the attributes of the products and the marketing innovations carried out by the company
2. People and Relationship: Corporate image can be reflected in employees' characteristics, such as how they communicate and provide services to the customers
3. Value and Programs: The corporate image is reflected in the company's values and programs that are not always related to the products or service being sold, for example a corporate social responsibility, or how the company cared about the environment.
4. Corporate Credibility: Corporate image can be either opinions or statements of the public on the company, and also their trust towards the company that are competent and trustworthy (credible) in selling products and delivering services, as well as the high level of customer liking and interest towards the company.

This research will use above dimensions as indicators for measuring the dependent variable (Y), which is the corporate image of ZEN Rooms Indonesia, because the dimensions described above already included the facts or corporate identity presented by the company.

Conceptual Framework and Research Hypotheses

The conceptual framework which is based on the theoretical foundation presented above is shown in Figure 4 as follows:

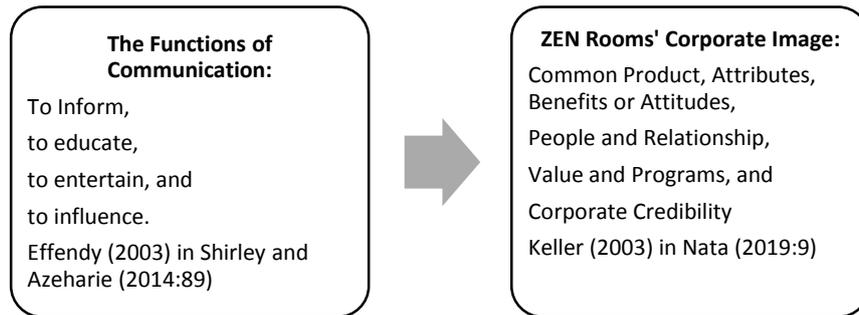


Figure 4. Conceptual framework

As seen on Figure 4, this research hypotheses are:

Ha: The functions of communication has a positive impact on ZEN Rooms Indonesia corporate image

Ho: The functions of communication has a negative impact on ZEN Rooms Indonesia corporate image

Research Methodology

This study uses a positivistic paradigm in order to measure and explain the extent of the impact of the functions of communication on corporate image by conducting a survey towards Indonesian Followers of ZEN Rooms' Instagram account objectively and systematically. The research method used is quantitative with the type of causal explanatory survey research, in order to understand, explain, and effectively test the cause and effect impact of the communication functions on ZEN Rooms Indonesia's corporate image.

Respondents who were selected through non-probability purposive sampling technique to participate in this study were the followers who actively participated on ZEN Rooms' Instagram, as indicated by their responses both likes and comments given to ZEN Rooms' Instagram posts. This technique is used with the aim of choosing the respondents who are fully understand the communication functions that ZEN Rooms has carried out through their Instagram posts. According to ZEN Rooms, there are 15.000 followers originating from Indonesia. Using the Yamane formula with significant value of 5%, the number of samples taken in this study were 390 respondents.

Primary data obtained from questionnaires that have been filled out completely by the respondents through Google forms. Each answer choice of the questionnaire are presented in Likert scale: 1. Strongly Disagree 2. Disagree 3. Neither Agree Nor Disagree, 4. Agree 5. Strongly Agree. The data analysis technique used in this research is validity test with Pearson's Product Moment correlation technique, reliability test with Cronbach's Alpha method, normality test with normal plot chart, coefficient of determination, simple linear regression equation analysis, and t test.

Results and Discussion

This study with the title of "The Impact of the Functions of Communication on Corporate Image (Survey towards Indonesian Followers of ZEN Rooms' Instagram)", has distributed questionnaires containing 28 questions to respondents of different sexes, age ranges and occupations. In return, the researcher received 423 questionnaires that had been filled in, but due to 33 data did not meet the quality, only the questionnaires from 390 respondents were used for this study.

Table 1. Validity test results

Question Number	Pearson's Correlation Value	r table 5% (390)	Status	Question Number	Pearson's Correlation Value	r table 5% (390)	Status
X-1	0.728	0.0993	Valid	Y-1	0.763	0.0993	Valid
X-2	0.721	0.0993	Valid	Y-2	0.773	0.0993	Valid
X-3	0.708	0.0993	Valid	Y-3	0.694	0.0993	Valid
X-4	0.717	0.0993	Valid	Y-4	0.774	0.0993	Valid
X-5	0.610	0.0993	Valid	Y-5	0.728	0.0993	Valid
X-6	0.659	0.0993	Valid	Y-6	0.782	0.0993	Valid
X-7	0.682	0.0993	Valid	Y-7	0.734	0.0993	Valid
X-8	0.718	0.0993	Valid	Y-8	0.748	0.0993	Valid
X-9	0.730	0.0993	Valid	Y-9	0.788	0.0993	Valid
X-10	0.784	0.0993	Valid	Y-10	0.781	0.0993	Valid
X-11	0.787	0.0993	Valid	Y-11	0.807	0.0993	Valid
X-12	0.775	0.0993	Valid	Y-12	0.795	0.0993	Valid
				Y-13	0.787	0.0993	Valid
				Y-14	0.785	0.0993	Valid
				Y-15	0.765	0.0993	Valid
				Y-16	0.762	0.0993	Valid

The data obtained for this study has been through validity test with product moment correlation technique where the Pearson's Correlation result of each item of the X variable (Functions of Communication) has value of 0.610 to 0.787, greater than the r table of 0.0993, which means all the questions of the communication function variable are declared valid. All questions on the Corporate Image variable (Y) were also declared valid with the results of the Pearson's Correlation value of 0.694 to 0.807, greater than the r table, valued at 0.0993.

Table 2. The functions of communication variable reliability test result

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	12

Table 3. The corporate image variable reliability test result

Reliability Statistics	
Cronbach's Alpha	N of Items
.953	16

Based on the results of the reliability test with Cronbach Alpha method in SPSS version 26, both variables were declared reliable with the results of Cronbach's Alpha value greater than 0.6, which is Communication Function Cronbach's Alpha value is 0.914 and the Corporate Image variable is 0.953.

Table 4. Demographic data of the respondents

Characteristics	Frequency (390)	Percentage (100%)
Gender		
Female	296	75,9%
Male	94	24,1%
Age		
18-25 y.o.	230	59%
26-35 y.o.	134	34,4%
36-45 y.o.	19	4,9%
46-55 y.o.	7	1,8%
> 55 y.o.	0	0%
Occupation		
Student	150	38,5%
Civil Servants	8	2,1%
Employee	114	29,2%
Entrepreneur	19	4,9%
Housewife	56	14,4%
Unemployed	13	3,3%
Others	30	7,7%
Domicile		
Jabodetabek	187	47,9%
Java island (outside of Jabodetabek region)	125	32,1%
Bali island	3	0,8%
Lampung	4	1%
Sumatera	23	5,9%
Kalimantan	10	2,6%
Riau islands	6	1,5%
Sulawesi	28	7,2%
Maluku	0	0%
Papua	0	0%
Outside of Indonesia (Abroad)	4	1%

From the findings of the questionnaire obtained, it can be described that more than half of the respondents were female, which is as many as 296 respondents or 75.9%. These results are relevant to research conducted by Napoleon Cat for January - May 2020 period, that the dominant Instagram users in Indonesia are the female gender category with a difference of 1-2 percent, and 63% of women also tend to be active on Instagram every day compared to men, which is only 37% (Iman, 2020).

Moreover, the number of respondents aged 18-25 years dominated compared to other age range categories, followed by the age range of 26-35 years. This is relevant to the research "Budget Hotel Apps" published by Daily Social (2017) which found that most budget hotel users via smartphone applications are millennials with age ranging from 20 to 35 years, as well as the research conducted by We Are Social with findings that the largest Facebook and Instagram users in the range age category of 18-34 years (websindo.com, 2019).

Student category dominated the respondent's occupation, which is 38.5%, it is relevant to ZEN Rooms' target market, which is the millennial generation by providing accommodation with the best pocket-friendly prices and ensuring all key values are at the lowest price (Hendra, 2018).

Most of ZEN Rooms Indonesia's Instagram followers live in Java Island, moreover Jabodetabek dominates as much as 47.9%, followed by the respondents who live in Java Island outside of Jabodetabek as much as 32.1%. This findings are also relevant to the data released by Indonesian Internet Service Providers Association (APJII) that the contribution of internet users on Java Island is the largest in Indonesia (Untari, 2019).

The highest score in the variable of communication functions found at the question number 5 from 'to educate' dimension which is "Instagram @zenrooms provides insight regarding tourist destinations (history, tips, etc.)" with a total score of 1,741 or a mean of 4.46 which means ZEN Rooms has been very good at providing insights regarding tourist destinations in accordance with their services. 'to educate' dimension also produced the highest mean, which is 4.31, meaning that Instagram ZEN Rooms is very good in education dimension in the communication function variable. It is related to the two functions of new media, which are presenting a flow of information that can be accessed quickly and easily and as a means of education (Herliani, 2015). Judging from the S-O-R and image formation theory, ZEN Rooms' Public Relations Officers with their function as the communicator has succeeded in fulfilling the cognitive aspects of the audience or organism, therefore generating understanding and leading to interest in tourist destinations where ZEN Rooms hotel are located as well as increasing their interest in ZEN Rooms itself.

The lowest score in the Communication Functions variable is found at the question no.1 which is "Instagram @zenrooms provides complete information about the company" with a total score of 1,562 or a mean of 4.01, it can be concluded that respondents considered the Public Relations Officer as communicator has not provide enough information about the company, whereas the ultimate goal of Public Relations is to create a corporate image, which could be done by increasing awareness and understanding of company activities (Saputra and Nasrullah, 2011: 52), therefore ZEN Rooms' Public Relations Officers must be able to increase the provision of information regarding the company, both activities carried out or regarding other things that show the company identity.

Furthermore, in the variable of Company Image, the highest score was found at question number 8 which is "Communication and @zenrooms customer service through Instagram makes the company image of ZEN Rooms more positive" with total score of 1,648 or mean of 4.23. From this finding, it can be concluded that the difference in mass communication on social media with the presence of interaction, are sufficient to influence image formation from the 'people and relationships' dimension. ZEN Rooms Public Relations has succeeded in utilizing the characteristics of social media that allow interaction (Mayfield in Pradikta, 2016) and two of the six functions of E-PR described by Onggo in Sari (2018: 26), which are interactive and two-way communication, as well as in carrying out the function of Public Relations as communicator, building positive relationships with its public and creating a corporate image (Effendy in Saputra and Nasrullah, 2011: 50).

Meanwhile, the lowest score in the variable of Corporate Image found at the fourth question, which is "The message content of @zenrooms Instagram has its own behavioral characteristics that you can directly associate with ZEN Rooms' company (and brand) " with total score of 1,539 or mean of 3.95, from this finding, ZEN Rooms Public Relations must further enhance their own behavioral characteristics or style in communicating and interacting via Instagram so that they can be directly associated by the audience with their brand or company, related to 'common product image, attributes, benefits or attitudes' dimensions of the corporate image by Keller in Nata (2019: 9).

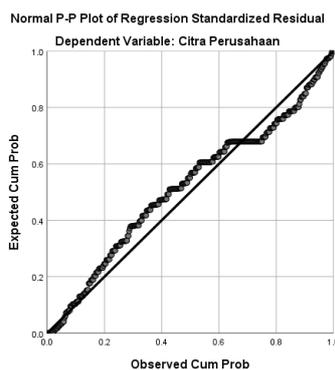


Figure 4. P-Plot data normality test output (SPSS 26)

The results of the normality test are presented using normal plot graph as shown on Figure 4. From this graph, it appears that the points of residual values on the Normal P-Plot graph spread around and follow the direction of the diagonal line, which means that the data has been normally distributed.

Table 5. Coefficient of determination output (SPSS 26)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 ^a	0.750	0.750	5.21355
a. Predictors: (Constant), Fungsi Komunikasi				
b. Dependent Variable: Citra Perusahaan				

Based on the output of the coefficient of determination (r^2) analysis, the value of the coefficient of determination (r^2) is 0.750. This figure is used to see how much impact that the communication functions variable (X) has on the Corporate Image variable (Y). This value means that the functions of communication (X) has 75% of impact on the Corporate Image (Y), while the remaining 25% (100% -75%) is influenced by other factors. The output of the coefficient of determination are not much different compared to the output of Lestari's research (2019: 183) which has the results of the contents of messages on Instagram affecting the image of the ACT institution by 83.7%.

This study only examined the functions of communication variable (X) which affects ZEN Rooms Indonesia's Corporate Image (Y) (towards its followers on Instagram), there are still 25% other factors that affect the corporate image (Y) which were not examined in this study.

Table 6. Simple linear regression output (SPSS 26)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.744	1.862		1.473	0.141
	Fungsi Komunikasi	1.247	0.037	0.866	34.152	0
a. Dependent Variable: Citra Perusahaan						

Simple linear regression analysis was performed to predict the impact of the dependent variable if the independent variable is manipulated (changed). The output were, the impact of the functions of communication (via ZEN Rooms' Instagram) on the corporate image based on the coefficients table are constant value (a) of 2.744, and (b / regression coefficient) value of 1.247, so the regression equation is $Y = 2,744 + 1,247X$.

The equation is defined if another independent variable value is fixed and the functions of communications (via Instagram) increased by 1%, then the corporate image (Y) will increase by 1,247. The coefficient is positive, meaning that there is a positive relationship between the functions of communication (via Instagram) and the corporate image, the more the functions of communication increases, the more the corporate image increases.

The t test which is shown in Table 2 produced the calculated t-value of 34.152 > t table of 1.966. Hence H_0 is rejected and H_a is accepted, which means, there is a significantly positive effect of variable X on Y, then H_0 is rejected, thus it can be concluded that the functions of communication (X) significantly has a positive impact on (ZEN Rooms Indonesia) corporate image (Y).

Conclusion

Based on this study output that the functions of communication has a positive and significant impact on the corporate image of ZEN Rooms Indonesia by 75% and the previous discussion, the conclusion in this study is the use of digital communication or new media which is a convergence of other media functions such as audio, visual, video and text can unite the four interpersonal and mass communication functions that have been simplified by Effendy in Shirley and Azeharie (2014: 89). In addition, the output of this study are also relevant to Martyna statement (2020:151) that social media has transformed into an increasingly influential corporate communication medium with the costumers.

With one of the characteristics of new media that allows interaction, and also the functions of communication presented can be accessed quickly and easily for anyone, making it easier for Public Relations Officer to deliver its function as ZEN Rooms' communicators without third party (gate keepers) intermediaries in building and maintaining positive relationships with their Instagram followers through increasing awareness, and understanding of the company's activities so that in the end it will create a positive image as the main goal of Public Relations as also stated by Saputra and Nasrullah (2011: 50).

The relationship between the strong impact of the functions of communication on ZEN Romoms Indonesia's corporate image with S-O-R theory is:

1. The stimulus provided by ZEN Rooms' public relations, which performs its function as a communicator utilizing the functions of communication on Instagram, is effective
2. Which in return, can be accepted, processed and understood by organisms, which are ZEN Rooms Indonesia's Instagram followers
3. In the end, it created a response, which is a willingness from the organisms to change their attitudes in seeing ZEN Rooms as a credible and trustworthy company. The overall result, ZEN Rooms' corporate image has become positive in the eyes of its Instagram followers.

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