

E-Commerce in forming Brand Image using Media Publication

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Abstract. The purpose of this study is to identify e-commerce in shaping brand image through publication media. The method used in this research is a descriptive method to present a complete picture of the situation related to several situations of the variables under study. The result of this study is to identify the extent to which e-commerce shapes the brand image. This research was conducted by discussing e-commerce activities in publication media to shape brand image. So it is expected that the impact of this research will result in e-commerce not only selling products but also providing information and promotion with the strength of the product.

Keywords: E-commerce, brand, media, publication.

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