

TABLE OF CONTENTS

	Pages
BACHELOR THESIS APPROVAL	ii
APPROVAL OF EXAMINATION PASSAGE.....	iii
DECLARATION OF ORIGINALITY	iv
MOTTO	v
PREFACE.....	vi
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS.....	xii
TABLE OF TABLES.....	xiv
TABLE OF FIGURES.....	xv
TABLE OF APPENDIX	xvii
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Question	4
1.3 Research Objectives	4
1.4 Research Contribution	4
1.5 Writing System.....	5
CHAPTER II LITERATURE REVIEW	7

2.1	Theoretical Background	7
2.1.1	Brand Management Theory.....	7
2.1.2	Brand Equity	8
2.1.3	Employee-Based Brand Equity	10
2.2	Prior Research	12
2.3	Research Framework	18
CHAPTER III RESEARCH METHODOLOGY		21
3.1	Research Design	21
3.2	Source of Data	22
3.3	Data Collecting Methods	22
3.4	Data Processing	25
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....		32
4.1	Presentation of Result.....	32
4.1.1	Employee Voice, WOM Communication and Earned Media.....	32
4.1.2	Employer Brands.....	35
4.1.3	Corporate Actors on Social Media.....	38
4.2	Theoretical Implication	42
4.2.1	Brand Management Theory.....	43
4.2.2	Brand Equity	45
4.2.3	Employee Based Brand Equity	46

4.2.4	Employee Voice, Word-of-Mouth Communication and Earned Media	
		47
4.2.5	Employer Brands.....	49
4.2.6	Corporate Actors on Social Media.....	51
4.3	Managerial Implication	53
CHAPTER V CONCLUSION		57
5.1	Conclusion.....	57
5.2	Research Limitations	59
5.3	Suggestion for Future Research.....	60
BIBLIOGRAPHY		61
APPENDIX		65