Hubungan antara Modal Psikologis dengan Keterikatan Kerja pada Perawat di Instalasi Rawat Inap Rumah Sakit Jiwa Menurut Surabaya
Rulyta Inarwati & Cholhui Hadi

Perbedaan Orientasi Pelanggan Ditinjau dari Tingkat Self-Monitoring pada Karyawan Call Center PT. Serasi Transportasi Nusantara (O-Renz Taxi)
Nita Ratnasari

Pengaruh Kualitas Kehidupan Kerja (Quality of Work Life) terhadap Produktivitas Karyawan Produksi Mayang Kirana Jannah & Seger Handoyo

Studi Eksploratori Brand Personality Deteksi Jawa Pos Menurut Deteks Holic
Martyana Juska & Fayrianti

Hubungan antara Gaya Kepemimpinan Transformasional dengan Stres Kerja Karyawan PDAM Surya Sembada Kota Surabaya
Wahyu Hamidani & Seger Handoyo

Hubungan antara Persepsi Kepemimpinan Transformasional dengan Perilaku Produktif Karyawan di PT. BPR Taman Dhana Sidoarjo
Damar Archiatama & Fendy Suhariadi

Perbedaan Stres Kerja Ditinjau dari Shift Kerja pada Perawat di RSUD Dr. Soetomo Surabaya
Nadia Serlia Revailcha

Hubungan antara Dukungan Sosial dengan Penyesuaian Diri Masa Persiapan Pensiun pada Karyawan PT. Pupuk Kaltim
Dian Srawati & Fendy Suhariadi
# Table of Contents

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Relationship Between Psychological Capital and Work Engagement of Stay Overnight Installation Nurse in Menur Mental Health Hospital Surabaya</td>
<td>120 - 125</td>
</tr>
<tr>
<td>2</td>
<td>The Differences Between Customer Orientation Based On Self-Monitoring Level of Call Center Operators In PT. Serasi Transportasi Nusantara (O-Renz Taxi)</td>
<td>126 - 133</td>
</tr>
<tr>
<td>3</td>
<td>The Impact of Quality of Work Life on Productivity to Employee of Production</td>
<td>134 - 138</td>
</tr>
<tr>
<td>4</td>
<td>STUDI EKSPLOATORI BRAND PERSONALITY DETEKSI JAWA POS MENURUT DETERSIHOLIC</td>
<td>139 - 143</td>
</tr>
<tr>
<td>5</td>
<td>Correlation between Transformational Leadership Style with Employee Stress at the PDAM Surya Sembada Surabaya City</td>
<td>144 - 154</td>
</tr>
<tr>
<td>6</td>
<td>Relationship between Perceived Transformational Leadership and Employees’ Productive Behavior</td>
<td>155 - 162</td>
</tr>
<tr>
<td>7</td>
<td>Job Stress Differences Seen from Work Shift in Nurses at Dr. Soetomo Hospital Surabaya</td>
<td>163 - 171</td>
</tr>
<tr>
<td>8</td>
<td>Hubungan antara Dukungan Sosial dengan Penyesuaian Diri Masa Persiapan Pensiun Pada Karyawan PT Pupuk Kaltim</td>
<td>172 - 177</td>
</tr>
</tbody>
</table>
STUDI EKSPLOREATORI BRAND PERSONALITY DETEKSI JAWA POS MENURUT DETEKSIHOLIC

STUDI EKSPLOREATORI BRAND PERSONALITY DETEKSI JAWA POS MENURUT DETEKSIHOLIC

1. Martiyana Julaika --> - / mj.deteksi@gmail.com
2. Fajriyanthi --> -

Abstract

This study aimed to gain an understanding of the brand personality about DetEksi Jawa Pos on DetEksiholic. This research is motivated by differentiating personality on DetEksi Jawa Pos on DetEksiholic. From this study, expected to be found is brand personality DetEksi on DetEksiholic. This study is accomplished by using exploratory qualitative. This method was chosen given the purpose of this research to explore or need deep understanding about brand personality DetEksi on DetEksiholic and describe the brand personality that is owned and established in more detail. Research used focus group discussion because it is more interactive than the others and it can open forum that supports the disclosure hidden. The data obtained was processed using the analysis method of triangulation. From the data processing, this research produced six dimensions and 28 sub-dimensions on brand personality DetEksi Jawa Pos, are (1) Sincerity with sub-dimensions down to earth, honest, wholesome, and cheerful, (2) Excitement with sub-dimensions daring, spirited, imaginative, up to date, informative, and expressive, (3) Competence with sub-dimensions Reliable, Intelligent, and Successful, (4) Sophistication dimensions with sub-dimensions upper class and charming, (5) Ruggedness dimensions with sub-dimensions outdoorsy and tough, and (6) Other dimensions with sub-dimension flexibility.

Keyword: brand, personality, qualitative

Daftar Pustaka: