

ABSTRAK

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STRATEGI *MARKETING PUBLIC RELATIONS* DIVISI *MARKETING COMMUNICATION (MARCOMM)* OLYMPIC FURNITURE MELALUI SALURAN *BELOW THE LINE* DAN *THROUGH THE LINE*

(XIV + 153 halaman: 23 gambar; 5 tabel; 95 lampiran)

Kata kunci: Olympic Furniture, Marketing Public Relations, Saluran Below the Line, Through the Line.

Suksesnya Olympic Furniture setelah lebih dari 30 tahun bersaing dalam industri perabotan di Indonesia, didukung oleh penggunaan strategi marketing public relations melalui saluran media below the line dan through the line.

Penelitian ini menggunakan penelitian kualitatif dengan desain studi kasus deskriptif. Data dikumpulkan dengan metode wawancara mendalam, observasi dan dokumentasi. Data di analisis menggunakan prosedur analisis data kualitatif Miles dan Huberman.

Hasil penelitian dikategorisasikan dengan pendekatan four steps public relations oleh Cutlip, Center, Broom. Keberadaan saluran alternatif below the line dan through the line dalam mempromosikan produknya berhasil menguatkan reputasi positif dan menjadi top of mind di benak konsumen sampai saat ini.

Referensi: 51 (1990-2016)

ABSTRACT

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MARKETING PUBLIC RELATIONS OLYMPIC MARKETING COMMUNICATION DIVISION'S STRATEGY THROUGHOUT BELOW THE LINE AND THROUGH THE LINE

(XIV + 153 pages; 23 pictures; 5 tables; 95 attachments)

Keywords: Olympic Furniture, *Marketing Public Relations, Below the Line, Through the Line*

Olympic Furniture's success after more than 30 years of competing in the furniture industry in Indonesia related to the use of marketing public relations strategy especially over below the line and through the line media.

This research used a qualitative approach with descriptive case study design. Data were collected by interview, observation, documentation and analyzed using qualitative data analysis procedures by Miles and Huberman.

The data was categorized in four steps approach to public relations by Cutlip, Center, Broom. The existences of these MPR strategies over below the line and through the line medias are successful in maintaining consumer's awareness and a positive reputation toward this brand.

References: 51 (1990-2016)

