ABSTRAK

Angela Gitta Lauda R. (04120120042)

PENERAPAN MARKETING PUBLIC RELATIONS DI PT. GISTEX RETAILINDO DALAM MENINGKATKAN BRAND AWARENESS TERHADAP PRODUK MINIMAL

(xiv + 82 halaman: 19 gambar, 37 lampiran)

Kata kunci: brand awareness, marketing public relations, endorsement


Penulis melaksanakan magang di PT. Gistex Retailindo selama empat bulan dan ditempatkan di divisi Advertising & Promotion. Perusahaan tidak memiliki departemen khusus public relations oleh karena itu penulis ingin mengetahui apakah fungsi public relations dijalankan. Selain itu, proses branding dilakukan oleh marketing perusahaan. Divisi marketing tentunya akan lebih efektif bila dibantu oleh public relations, yaitu penerapan marketing public relations. Maka penerapan marketing public relations digunakan perusahaan untuk meningkatkan brand awareness terhadap produk Minimal.

Dari hasil magang dan pengamatan penulis, fungsi public relations dijalankan perusahaan dengan baik untuk mendapatkan publikasi, dan promosi. Penerapan marketing public relations untuk meningkatkan brand awareness terhadap produk Minimal dilakukan dengan mengundang media dalam peluncuran produk baru dan promosi, serta strategi selebriti endorsement. Strategi ini menunjukkan respon yang baik yaitu meningkatnya jumlah pengikut media sosial Instagram Minimal.

ABSTRACT

Angela Gitta Lauda R. (04120120042)

APPLICATION OF MARKETING PUBLIC RELATIONS IN PT. GISTEX RETAILINDO TO INCREASE BRAND AWARENESS TOWARD MINIMAL PRODUCT

(xiv + 82 pages: 19 images; 37 attachments)

Keyword: brand awareness, marketing public relations, endorsement

PT. Gistex Retailindo is one of many local companies in Indonesia that running in fashion field. PT. Gistex Retailindo produce clothes which are well known as Minimal. Based on a survey that had been done by 5asec, society has less awareness to local clothing brand, so the company would like to increase brand awareness toward Minimal products.

Researcher did internship in PT. Gistex Retailindo during four month and placed in Advertising & Promotion Department. The company doesn’t have public relations department so researcher wondering if the company executed public relations functions. Moreover, branding process executed by company’s marketer. Surely that marketer would be more effective when they were helped by public relations, which is the application of marketing public relations. So, the company uses marketing public relations performance to increase brand awareness toward Minimal product.

As the result of the internship and observation, public relations functions in company quite good executed in term to get publicity and promotion. The application of marketing public relations to increase brand awareness toward Minimal product were done by inviting media to attend the launching of new product and promotion, and celebrity endorsement strategy. The strategy shows good respond which is the increase of followers of social media instagram Minimal.