

ABSTRAK

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PENGGUNAAN STRATEGI *MARKETING PUBLIC RELATIONS* 3P DALAM MEMBANGUN CITRA HOTEL RA PREMIERE SIMATUPANG JAKARTA

(xiii+69 pages, 15 pictures, 13 attachment)

Kata kunci: Strategi *Marketing Public Relations* 3P, Citra Perusahaan, Media sosial, *Media Relations*, *Corporate Social Responsibility*

Hotel Ra Premiere Simatupang Jakarta merupakan perusahaan yang bergerak di bidang pelayanan dan jasa. Tentunya perusahaan yang bergerak di bidang pelayanan dan jasa membutuhkan kepercayaan dari konsumennya untuk mempertahankan citra perusahaan. Selain itu *brand awareness* pun juga sangat penting bagi hotel Ra Premiere Simatupang agar dapat memperoleh peningkatan jumlah tamu. Oleh karenanya Ra Premiere Simatupang wajib memiliki sarana dan jembatan untuk berkomunikasi dan juga untuk meningkatkan citra perusahaan dan *brand awareness* mengenai pelayanan dan jasa yang ditawarkan.

Dalam membantu meningkatkan citra perusahaan dan *brand awareness* kepada publik, hotel Ra Premiere Simatupang Jakarta membutuhkan peran Marketing Communication sebagai sarana dan jembatan komunikasi antara organisasi dan publik, selain itu juga berperan untuk mengkomunikasikan merk kepada publik dan meningkatkan citra perusahaan. Divisi *Marketing Communication* juga memiliki tanggung jawab untuk memasarkan produk Ra Premiere Simatupang secara efektif dan menarik agar dapat mendapat perhatian dari publik dan konsumen.

Fokus dari kegiatan magang adalah mempelajari bagaimana seorang Marketing Communication memiliki tiga sarana komunikasi dan kegiatan promosi yang paling penting yaitu media sosial, *media relations* dan CSR (*Corporate Social Responsibility*). Dari tiga sarana tersebut, pemegang belajar bagaimana meningkatkancitra perusahaan dan juga mengembangkan *brand awareness* kepada publik.

Pemegang membahas bagaimana strategi Marketing Public Relations yaitu strategi 3P (*Push*, *Pull* dan *Pass*) diaplikasikan dalam keseharian pekerjaan lapangan seorang *Marketing Communication*.

Referensi: 15 (1998 – 2021)

ABSTRACT

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THE USE OF 3P PUBLIC RELATIONS MARKETING STRATEGIES ON BRAND IMAGE MAINTAINANCE OF HOTEL RA PREMIERE SIMATUPANG JAKARTA

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Keywords: 3P Marketing Public Relations Strategy, Corporate Image, Social Media, Media Relations, Corporate Social Responsibility

Hotel Ra Premiere Simatupang Jakarta is a company that offers in accommodation and services to the public. Companies engaged in accommodations and services requires the trust of their customers to maintain the company's image. In addition, brand awareness is also very important for Ra Premiere Simatupang in order to reach out the wider community. Ra Premiere Simatupang requires a platform to develop a relationship with the public, to communicate with the public, and also to improve the company's image and brand awareness regarding the products and services offered.

In helping to improve the company's image and brand awareness to the public, Ra Premiere Simatupang Jakarta requires the role of Marketing Communication as a means and platform of communication between the organization and the public, besides that it also plays a role in communicating the brand to the public and improving the company's image. The Marketing Communication Division also has the responsibility to promote Ra Premiere Simatupang products effectively and attractively in order to get the attention of the public and consumers.

The focus of this internship program is to learn how a Marketing Communication uses three most important platforms to communicate and promote their products and services; social media, media relations and CSR (Corporate Social Responsibility). From these three platforms, intern learned how to improve the company's image and also develop brand awareness to the public. The intern discusses how the Marketing Public Relations strategy, the 3P strategy (Push, Pull and Pass) is applied in the daily field work of a Marketing Communication.

References: 15 (1998 – 2021)