

ABSTRAK

Deswandi (01041180044)

STRATEGI MARKETING PUBLIC RELATIONS KAELA COLLECTION DALAM MEMBANGUN BRAND IMAGE DI PLATFORM E- COMMERCE SHOPEE

(I+ 120 halaman: 7 Gambar; 7 Tabel; 2 Lampiran)

Penelitian ini bertujuan untuk menganalisis strategi Marketing Public Relations (MPR) yang diterapkan oleh Kaela Collection dalam meningkatkan brand awareness dan penjualan melalui *Platform E-commerce* Shopee. Penelitian ini menggunakan pendekatan kualitatif studi kasus yang bertujuan untuk mendalami bagaimana Kaela Collection mengadopsi teori MPR Kotler dan Keller dalam konteks *e-commerce*. Data dikumpulkan melalui wawancara mendalam dengan tiga orang informan, yaitu pemilik atau manajer Kaela Collection *Advertising Team* dan *Content Creator* Media Sosial Kaela Collection. Kemudian peneliti melakukan observasi terhadap aktivitas toko di Shopee, dan analisis dokumen terkait. Hasil dari penelitian ini adalah; strategi *pull* fokus pada konten visual menarik seperti OOTD, tips styling, dan unboxing mampu membangun ketertarikan dan engagement audiens secara organik, sehingga audiens terdorong untuk mencari dan mengenal Kaela Collection lebih jauh. Strategi *push* pemanfaatan fitur Shopee Ads, Flash Sale, voucher diskon, serta kolaborasi dengan influencer dan affiliate marketer efektif dalam meningkatkan visibilitas brand dan mendorong penjualan secara langsung. Serta strategi *pass* yang mengutamakan pengalaman pelanggan, responsivitas terhadap review, serta pemberdayaan pelanggan melalui user-generated *content* dan komunitas, sangat berperan dalam membangun dan mempromosikan *brand* secara organik melalui *word-of-mouth* yang positif.

Kata Kunci: Strategi Marketing, *Public Relations*, Kaela Collection, Dan *Platform E-Commerce* Shopee

Referensi : 43 (2003-2022)

ABSTRACT

Deswandi (01041180044)

KAELA COLLECTION'S MARKETING PUBLIC RELATIONS STRATEGY IN BUILDING BRAND IMAGE ON THE SHOPEE E- COMMERCE PLATFORM

(I+ 120pages: 7 Images; 7 Tables; 2 Attachments)

This study aims to analyze the Marketing Public Relations (MPR) strategy implemented by Kaela Collection in increasing brand awareness and sales through the Shopee E-commerce Platform. This study uses a qualitative case study approach that aims to explore how Kaela Collection adopts Kotler and Keller's MPR theory in the context of e-commerce. Data were collected through in-depth interviews with three informants, namely the owner or manager of the Kaela Collection Advertising Team and the Kaela Collection Social Media Content Creator. Then the researcher conducted observations of store activities on Shopee, and analyzed related documents. The results of this study are; the pull strategy focuses on interesting visual content such as OOTD, styling tips, and unboxing, which is able to build audience interest and engagement organically, so that the audience is encouraged to search for and get to know Kaela Collection further. The push strategy of utilizing Shopee Ads, Flash Sale, discount vouchers, and collaboration with influencers and affiliate marketers is effective in increasing brand visibility and driving direct sales. As well as the pass strategy that prioritizes customer experience, responsiveness to reviews, and customer empowerment through user-generated content and communities, plays a major role in building customer loyalty and promoting the brand organically through positive word-of-mouth.

Keywords: Marketing Strategy, Public Relations, Kaela Collection, and Shopee E-commerce Platform.

Reference : 43 (2003-2022)