



ABSTRAK

STRATEGI *MARKETING PUBLIC RELATIONS* (MPR) PT. COVERSUPER INDONESIA GLOBAL DALAM MEMBANGUN CITRA MEREK

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Penelitian ini bertujuan untuk mengetahui tahapan strategi serta mendapatkan gambaran dalam pelaksanaan kegiatan *Marketing Public Relations* yang dijalankan oleh PT. Coversuper Indonesia Global dalam membangun citra merek. Penelitian ini merupakan jenis penelitian kualitatif deskriptif dengan model analisis *Three Ways Strategy* milik Thomas L. Harris (*Pull Strategy, Push Strategy, Pass Strategy*). Pengumpulan data dari penelitian ini menggunakan dua teknik yakni wawancara secara mendalam dengan narasumber kemudian diperkuat dengan dokumentasi guna mendukung keaslian dan keabsahan data. Hasil dari penelitian ini menunjukkan informasi bahwa PT. Coversuper Indonesia Global menjalankan *pull strategy* dengan berkolaborasi bersama *influencer* sebagai KOL. Sementara itu, *push strategy* dilakukan oleh PT. Coversuper Indonesia Global dengan membuat *press release*. Selanjutnya program CSR *Philantrophy Responsibility* dilaksanakan oleh PT. Coversuper Indonesia Global pada *pass strategy*.

Kata Kunci: Citra Merek, Three Ways Strategy, Marketing Public Relations

ABSTRACT

MARKETING PUBLIC RELATIONS (MPR) STRATEGY PT. COVERSUPER INDONESIA GLOBAL IN BUILDING BRAND IMAGE

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This study aims to determine the stages of strategy and obtain an overview of the implementation of Marketing Public Relations activities carried out by PT Coversuper Indonesia Global in building brand image. This study is a type of descriptive qualitative research with Thomas L. Harris's Three Ways Strategy analysis model (Pull Strategy, Push Strategy, Pass Strategy). Data collection from this study used two techniques, namely in-depth interviews with sources and then reinforced with documentation to support the authenticity and validity of the data. The results of this study show information that PT Coversuper Indonesia Global carries out a pull strategy by collaborating with influencers as KOLs. Meanwhile, the push strategy is carried out by PT Coversuper Indonesia Global by making a press release. Furthermore, the CSR Philanthropy Responsibility program is implemented by PT. Coversuper Indonesia Global on the pass strategy.

Keywords: *Brand Image, Three Ways Strategy, Marketing Public Relations*