



## ABSTRAK

### STRATEGI *MARKETING PUBLIC RELATIONS* LAMANIDE DALAM MEMBANGUN *BRAND IMAGE* MELALUI MEDIA SOSIAL INSTAGRAM LAMANIDE.SPACE

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Penelitian ini berjudul "Strategi *Marketing Public Relations* Lamanide Dalam Membangun *Brand Image* Melalui Media Sosial Instagram Lamanide.Space." Tujuan dari penelitian ini adalah untuk menganalisis bagaimana strategi *marketing public relations* yang diterapkan oleh Lamanide dalam membangun dan memperkuat citra merek mereka melalui media sosial Instagram. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif, di mana data diperoleh melalui wawancara mendalam, observasi, dan analisis dokumentasi. Hasil penelitian menunjukkan bahwa Lamanide menggunakan berbagai strategi, seperti konten yang menarik dan informatif, kolaborasi dengan influencer, dan promosi melalui event dan kampanye di media sosial. Penerapan strategi ini berhasil meningkatkan kesadaran merek dan engagement dengan audiens, serta memperkuat citra Lamanide sebagai *coffeeshop* yang modern dan inovatif di Yogyakarta. Penelitian ini memberikan kontribusi penting bagi literatur pemasaran jasa, khususnya dalam konteks penggunaan media sosial sebagai alat utama dalam strategi *public relation*.

**Kata Kunci:** Strategi Marketing Public Relation, *Brand Image*, Media Sosial, Instagram, Lamanide.Space, Konten Menarik, Kolaborasi Influencer, Promosi, *Coffeeshop*, Yogyakarta

## **ABSTRACT**

### **LAMANIDE PUBLIC RELATIONS MARKETING STRATEGY IN BUILDING BRANDIMAGE THROUGH SOCIAL MEDIA INSTAGRAM LAMANIDE.SPACE**

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*This research is entitled "Lamanide Public Relations Marketing Strategy in Building Brand Image Through Instagram Lamanide.Space Social Media." This research aims to analyze the public relations marketing strategy implemented by Lamanide in building and strengthening its brand image through Instagram social media. The research method used is qualitative with a descriptive approach, where data is obtained through in-depth interviews, observation and documentation analysis. The research results show that Lamanide uses various strategies, such as exciting and informative content, collaboration with influencers, and promotion through events and campaigns on social media. The implementation of this strategy succeeded in increasing brand awareness and engagement with the audience, as well as strengthening Lamanide's image as a modern and innovative coffee shop in Yogyakarta. This research provides an essential contribution to the services marketing literature, especially in the context of using social media as a primary tool in public relations strategies.*

**Keywords:** *Public Relations Marketing Strategy, Brand Image, Social Media, Instagram, Lamanide.Space, Interesting Content, Influencer Collaboration, Promotion. Coffee Shop, Yogyakarta*