



ABSTRAK

STRATEGI MARKETING PUBLIC RELATIONS “THE HOUSE OF RAMINTEN” DALAM PENGELOLAAN MEDIA SOSIAL TIKTOK

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Penelitian ini menganalisis strategi Marketing Public Relations (MPR) dari akun Tiktok @houseoframinten. The House of Raminten merupakan salah satu destinasi wisata di Yogyakarta yang mengusung tema Tradisional Jawa tetapi tetap mengikuti perkembangan teknologi dengan menggunakan media sosial. Menggunakan metode kualitatif deskriptif, data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan penggunaan *The Circular Model of Some (Share, Optimize, Manage, Engage)* yang dipadukan dengan strategi Marketing Public Relations (*pull, push, dan pass*). Pada *Share*, @houseoframinten memilih Tiktok sebagai media penyampaian pesan dan membangun kepercayaan melalui konsistensi dalam menyampaikan nilai-nilai budaya yang mencerminkan visi dan misi The House of Raminten. Pada *Optimize*, akun ini aktif mendengarkan dan belajar dari audiensnya dan aktif dalam membalas komentar maupun pesan langsung. *Manage* dilakukan dengan melakukan monitoring setiap satu bulan sekali dan memanfaatkan fitur live streaming serta respons terhadap konten audiens agar menciptakan hubungan dengan audiens. Pada *Engage*, memanfaatkan influence relations dengan artis, figur publik, dan content creator. Konten berbasis budaya menarik perhatian audiens (*pull*), pengoptimalan interaksi dan kolaborasi memperluas jangkauan (*push*), serta pengalaman unik mendorong audiens berbagi cerita (*pass*). Strategi ini efektif dalam membangun hubungan audiens, meningkatkan kesadaran merek, dan memperkuat loyalitas pelanggan melalui komunikasi yang autentik dan inovatif.

Kata Kunci: Marketing Public Relations, The Circular Model of Some, Raminten

ABSTRACT

PUBLIC RELATIONS MARKETING STRATEGY “THE HOUSE OF RAMINTEN” IN MANAGING TIKTOK SOCIAL MEDIA

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This research analyzes the Marketing Public Relations (MPR) strategy of the @houseoframinten Tiktok account. The House of Raminten is one of the tourist destinations in Yogyakarta that carries the theme of Javanese Traditional but still follows the development of technology by using social media. Using descriptive qualitative methods, data was collected through interviews, observation, and documentation. The results showed the use of The Circular Model of Some (Share, Optimize, Manage, Engage) combined with Marketing Public Relations strategies (pull, push, and pass). In Share, @houseoframinten chose Tiktok as a medium for delivering messages and building trust through consistency in conveying cultural values that reflect the vision and mission of The House of Raminten. In Optimize, this account actively listens and learns from its audience and is active in replying to comments and direct messages. Manage is done by monitoring once a month and utilizing the live streaming feature and response to audience content in order to create a relationship with the audience. In Engage, utilizing influence relations with artists, public figures, and content creators. Culture-based content attracts audience attention (pull), optimizing interaction and collaboration expands reach (push), and unique experiences encourage audiences to share stories (pass). This strategy is effective in building audience relationships, increasing brand awareness, and strengthening customer loyalty through authentic and innovative communications.

Keywords: *Marketing Public Relations, The Circular Model of Some, Raminten*