



ABSTRAK

STRATEGI MARKETING PUBLIC RELATIONS MANNA KAMPUS DALAM MENARIK PELANGGAN MELALUI PROGRAM BELANJA LUAR BIASA MURAH SPEKTAKULER

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Perkembangan era globalisasi telah membuka peluang besar dalam sektor bisnis, terutama di bidang ritel yang mengalami pertumbuhan pesat, termasuk di kota Yogyakarta. Bisnis ritel di Yogyakarta menunjukkan pertumbuhan yang cukup pesat sejalan dengan perkembangan ekonomi dan perubahan pola hidup masyarakat setempat, sebagai kota yang dikenal dengan kota pendidikan dan budaya, Yogyakarta memiliki potensi pasar yang besar, khususnya untuk bisnis ritel yang menyediakan kebutuhan sehari-hari bagi mahasiswa, pelajar, serta masyarakat umum. Penelitian ini bertujuan untuk mengetahui strategi yang digunakan oleh Manna Kampus dalam menarik pelanggan melalui program “Belanja Luar Biasa Murah Spektakuler”. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif serta paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan studi pustaka. Model analisis yang digunakan mengacu pada *Three ways strategy*, yang terdiri dari strategi push, pull, dan pass. Hasil penelitian ini menunjukkan bahwa strategi push dilakukan melalui kolaborasi dengan distributor dan supplier dalam bentuk sponsorship guna mendukung keberlangsungan program. Tools yang digunakan meliputi publikasi di media sosial dan konvensional, trade show berupa bazaar kebutuhan rumah tangga, trade publicity berupa testimoni pelanggan, serta reprint promosi melalui media online maupun cetak. Strategi pull diterapkan untuk menarik pelanggan dengan menyelenggarakan berbagai event seperti pengundian hadiah dan event mingguan, publikasi kreatif di media sosial, serta optimalisasi website sebagai pusat informasi. Sementara itu, strategi pass dijalankan melalui program CSR “Kembalikan Senyum Mereka” dan sponsorship dalam mendukung kegiatan masyarakat maupun mahasiswa untuk membangun citra positif perusahaan. Ketiga strategi ini diterapkan oleh divisi Marketing Public Relations Manna Kampus terbukti efektif dalam menarik pelanggan, membangun loyalitas, dan memperkuat citra perusahaan di tengah persaingan ritel modern yang semakin ketat di Yogyakarta, meskipun tidak semua tools yang ada didalam konsep Thomas L. Harris digunakan oleh Manna Kampus.

Kata Kunci: Marketing Public Relations, Ritel, Three Ways Strategy, Strategi

ABSTRACT

THE MARKETING PUBLIC RELATIONS STRATEGY OF MANNA KAMPUS IN ATTRACTING CUSTOMERS THROUGH THE EXTRAORDINARY CHEAP SPECTACULER SHOPPING

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The development of globalization has opened significant opportunities in the business sector, particularly in retail, which has experienced rapid growth, including in Yogyakarta. The retail business in Yogyakarta has shown considerable growth in line with economic development and changes in the lifestyle of the local community. As a city known for its educational and cultural identity, Yogyakarta possesses a vast market potential, especially for retail businesses that provide daily necessities for students and the general public. This study aims to identify the strategies employed by Manna Kampus to attract customers through the “Belanja Luar Biasa Murah Spektakuler” program. This research uses a qualitative method with a descriptive approach and a constructivist paradigm. Data were collected through interviews, observations, and literature studies. The analysis model refers to the Three Ways Strategy, which consists of push, pull, and pass strategies. The findings indicate that the push strategy was implemented through collaboration with distributors and suppliers in the form of sponsorships to support the program's sustainability. The tools used included publications on social and conventional media, trade shows in the form of household needs bazaars, trade publicity through customer testimonials, and promotional reprints via online and print media. The pull strategy was carried out to attract customers by organizing various events such as prize draws and weekly activities, creative publications on social media, and optimizing the website as an information centre. Meanwhile, the pass strategy was implemented through the CSR program "Kembalikan Senyum Mereka" and sponsorships in support of community and student activities to build a positive corporate image. These three strategies, implemented by the Marketing Public Relations division of Manna Kampus, proved effective in attracting customers, building loyalty, and strengthening the company's image amid the increasingly fierce modern retail competition in Yogyakarta, even though not all tools from Thomas L. Harris's concept were utilized by Manna Kampus.

Keywords: *Marketing Public Relations, Retail, Three Ways Strategy, Strategy*