



ABSTRAK

STRATEGI MARKETING PUBLIC RELATIONS YAMIE PANDA YOGYAKARTA DALAM MENARIK PELANGGAN MELALUI MEDIA SOSIAL INSTAGRAM @YAMIEPANDA

Mariska Rayung Ardananawari
5211711251

Penelitian menganalisis strategi Marketing Public Relations dari akun media sosial Instagram @yamiepanda. Yamie Panda merupakan salah satu kuliner yamie di Yogyakarta bernuansa Chinese berdiri sejak 2014, tetapi tetap mengikuti perkembangan teknologi media sosial dalam menerapkan strategi. Penelitian menggunakan metode kualitatif deskriptif untuk menganalisis. Pengumpulan data melalui wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa *The Circular Model of SOME* dengan tahap *Share, Optimize, Manage dan Engage*. Pada tahap *share*, Yamie Panda memanfaatkan media sosial Instagram sebagai media penyampaian pesan promosi untuk menarik perhatian pelanggan dengan konten yang relevan. Tahap *optimize*, aktif dalam mendengarkan dan mempelajari kebutuhan maupun minat audiens dan aktif dalam merespon komentar atau *direct message*. *Manage*, melakukan monitoring dan melakukan *repost stories* untuk menciptakan hubungan dengan audiens dan *Engage*, memanfaatkan *influence relations* dengan content creator. Kemudian dipadukan menggunakan strategi Marketing Public Relations yaitu *pull strategy, push strategy dan pass strategy*. Tahap *pull strategy*, konten promosi dan promo untuk menarik perhatian pelanggan. *Push strategy*, mengoptimalkan kolaborasi untuk mendorong interaksi audiens agar dapat memperluas jangkauan dan *pass strategy*, pengalaman berkesan dari audiens yang dibagikan sehingga tercipta opini positif. Strategi yang dilakukan efektif dalam komunikasi yang relevan dapat memperluas jangkauan sehingga akan menarik pelanggan.

Kata Kunci: Marketing Public Relations, The Circular Model of SOME, Menarik Pelanggan, Yamie Panda

ABSTRACT

MARKETING PUBLIC RELATIONS STRATEGY OF YAMIE PANDA YOGYAKARTA IN ATTRACTING CUSTOMERS THROUGH INSTAGRAM SOCIAL MEDIA @YAMIEPANDA

Mariska Rayung Ardananawati
5211711251

This research analyzes the marketing public relations strategy the Instagram account @yamiepanda employs. Yamie Panda is a culinary business in Yogyakarta that specializes in Chinese cuisine and was established in 2014. The business has adeptly adapted to the evolving landscape of social media technology in its strategic implementation. This study employs a descriptive qualitative method for analysis. Data collection is conducted through interviews, observations, and documentation. The findings indicate that Yamie Panda utilizes The Circular Model of SOME, which encompasses the stages of Share, Optimize, Manage, and Engage. In the Share stage, Yamie Panda leverages Instagram as a medium for delivering promotional messages to capture customer attention with relevant content. During the Optimize stage, the business actively listens to and analyzes the needs and interests of its audience, responding to comments and direct messages accordingly. In the manage stage, they monitor and repost stories to foster relationships with their audience. In the engagement stage, they leverage influencer relations with content creators. This approach is integrated with Marketing Public Relations strategies, which include pull, push, and pass strategies. The pull strategy employs promotional content and offers to capture customer attention. The push strategy focuses on optimizing collaborations to encourage audience interaction and broaden reach, while the pass strategy involves sharing remarkable experiences from the audience to cultivate positive perceptions. The implemented strategies effectively generate relevant communication to enhance reach and attract customers.

Keywords: *Marketing Public Relations, The Circular Model of SOME, Attract Customers, Yamie Panda*