

**ANALISIS STRATEGI *MARKETING PUBLIC RELATION* DALAM  
UPAYA MEMBANGUN *BRAND AWARENESS* PASCA *REBRANDING* PT  
HOLCIM INDONESIA MENJADI PT SOLUSI BANGUN INDONESIA  
(DYNAMIX)**

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**Abstrak**

Penelitian ini dilakukan di PT Solusi Bangun Indonesia yang bertujuan untuk menganalisis penerapan strategi *marketing public relation* dalam upaya membangun *brand awareness* merek baru dynamix. Jenis penelitian ini menggunakan metode analisis data campuran yaitu metode analisis deskriptif kualitatif dan analisis kuantitatif deskriptif. Analisis kualitatif deskriptif menggunakan metode perolehan data melalui observasi dan wawancara secara *internal* dengan *staff public relations* PT Solusi Bangun Indonesia untuk mengetahui apa saja alat yang digunakan dalam *marketing public relations*. Sedangkan, untuk mengukur ketercapaian kinerja *public relation* penulis melakukan survei menggunakan analisis kuantitatif deskriptif dengan metode perolehan data kuesioner untuk mengetahui apakah *brand awareness* pada merek dynamix sudah terbangun melalui alat-alat *marketing public relations*. Pada metode analisis kualitatif penulis menggunakan 2 responden dari *staff public relations*. Sedangkan, pada penelitian kuantitatif sampel yang digunakan adalah teknik *purposive sampling*, dengan jumlah sampel adalah 70 orang. Data penelitian ini diolah berdasarkan analisis statistik deskriptif menggunakan *software* SPSS versi 25. Uji *instrument* pada analisis kualitatif adalah reduksi data, penyajian data dan penarikan kesimpulan. Sedangkan uji *instrument* pada analisis kuantitatif deskriptif adalah uji validitas, uji reliabilitas dan uji *mean aritmatik*. Hasil analisis data pada penelitian ini berdasarkan hasil wawancara dan obeservasi, *public relations* menerapkan 6 dari 7 alat *marketing public relations* yaitu *sponsorship*, *event*, *news*, *identity media*, aktivitas sosial publik, dan publikasi. Alat yang tidak diterapkan adalah pidato. Sedangkan hasil analisis data berdasarkan hasil kuesioner diperoleh bahwa saat ini *brand* dynamix berada pada tingkat *brand recognition* dengan perolehan rata-rata tertinggi dimana menunjukkan bahwa masyarakat setuju mampu mengenali merek dynamix dan memperoleh hasil total rata – rata keseluruhan *brand awareness* dalam kategori cukup atau dengan kata lain dapat diambil kesimpulan bahwa kinerja *public relation* melalui program *marketing public relations* dapat dikatakan cukup baik.

**Kata Kunci:** *Public Relations*, *Marketing Public Relations* dan *Brand Awarness*

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**ANALYSIS OF MARKETING PUBLIC RELATIONS STRATEGY IN AN  
EFFORT TO BUILD BRAND AWARENESS AFTER THE REBRANDING  
OF PT HOLCIM INDONESIA BECOME PT SOLUSI BANGUN INDONESIA  
(DYNAMIX)**

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***Abstract***

*This research was conducted at PT Solusi Bangun Indonesia which aims to analyze the implementation of marketing public relations strategies in an effort to build brand awareness of the new dynamix brand. This study uses mixed data analysis methods, namely descriptive qualitative analysis methods and descriptive quantitative analysis. Descriptive qualitative analysis using data acquisition method through internal observation and interviews with public relations staff of PT Solusi Bangun Indonesia to find out what tools are used in marketing public relations. To measure the achievement of public relations performance, the authors conducted a survey using descriptive quantitative analysis with questionnaire data acquisition method to determine whether brand awareness of the dynamix brand had been built through marketing public relations tools. In the qualitative analysis method, 2 respondents from public relations staff were used. In quantitative research, the sample used is purposive sampling technique with a total sample of 70 people. The research data was processed based on descriptive statistical analysis using SPSS version 25 software. The instrument test for qualitative analysis was data reduction, data presentation and conclusion drawing. Instrument test in descriptive quantitative analysis is validity test, reliability test and arithmetic mean test. The results of data analysis based on interviews and observations are that public relations applies 6 of 7 marketing public relations tools, namely sponsorship, events, news, identity media, public social activities, and publications. The tool that is not implemented is speech. While the results of data analysis based on the results of the questionnaire show that currently the dynamix brand is at the brand recognition level with the highest average acquisition which shows that the public agrees to be able to recognize the dynamix brand and obtain the total average overall brand awareness in the sufficient category or in other words it can be concluded that the performance of public relations through the marketing public relations program can be said to be quite good.*

***Keyword:*** *Public Relations, Marketing Public Relations and Brand Awareness*