

**PERAN *MARKETING PUBLIC RELATIONS* DALAM
MEMBANGUN *BRAND AWARENESS* PADA APLIKASI
MEDIA SOSIAL YOGRT
(STUDI KASUS : PT AKASANET BUMI NUSANTARA)**

Shiam Rahmayani

ABSTRAK

Penelitian ini dilakukan untuk membahas tentang peran marketing public relations PT Akasanet Bumi Nusantara dalam membangun brand awareness pada aplikasi media sosial Yogrt. Permasalahan penelitian ini berdasarkan fenomena penambahan aplikasi jejaring pertemanan yang hadir di Indonesia. Dengan menelusuri tahapan Marketing Public Relations yang dilakukan PT Akasanet Bumi Nusantara untuk berbagai kegiatan guna membangun pengenalan aplikasi Yogrt kepada masyarakat dan mengetahui sikap yang akan dirasakan selama program dibentuk. Pengadaan aplikasi berbasis media sosial ini menambah respon masyarakat mengenai fitur apa yang lebih canggih daripada kompetitor lainnya. Dengan menggunakan pendekatan kualitatif deskriptif, peneliti ingin mendapatkan data yang deskriptif melalui teknik *in depth interview* dengan subyek penelitian. PT Akasanet Bumi Nusantara dalam membangun brand awareness pada aplikasi media sosial Yogrt yaitu menggunakan research analysis, audiences analysis, budget allocations, setting objectives, operational decision making, implementations dan campaign evaluation untuk Integrated Marketing Communication dan melakukan digital marketing untuk relationship marketing sebagai marketing public relations menggunakan tiga taktik yaitu *pull strategy*, *push strategy*, *Pass strategy*. program *Marketing Public Relations* adalah mendefinisikan segmentasi pasar dan secara strategis merencanakan penguasaan pasar, artinya dalam menghadapi era pasar bebas yang kompetitif atau persaingan yang kian menajam dalam dunia bisnis tersebut, maka target atau sasaran *marketing public relations* harus lebih diarahkan kepada kepentingan konsumen.

KataKunci: *Marketing Public Relations, Integrated Marketing Communication, BrandAwareness.*

**THE ROLE OF MARKETING PUBLIC RELATIONS IN
BUILDING BRAND AWARENESS ON THE APPLICATION
SOCIAL MEDIA YOGRT
(CASE STUDY : PT AKASANET BUMI NUSANTARA)**

Shiam Rahmayani

ABSTRACT

This study was conducted about the role of Marketing Public Relations PT Akasanet Bumi Nusantara in building brand awareness on the application social media Yogrt. The study was based on the network phenomenon application friendship present in Indonesia. By tracing stage marketing public relations held by PT Akasanet Bumi Nusantara for any programs to build the introduction of application Yogrt to the community and know attitude to be perceived for programs created. Procuring based program social media has increased in response communities on features what more sophisticated than other competitors. Using a qualitative approach descriptive, researchers want to get the data descriptive through technique in depth interview with his subjects research. PT Akasanet Bumi Nusantara in building brand awareness on the application social media research yogrt that is using analysis, audiences analysis, allocations budget, setting objectives, operational decision making, implementations and evaluation campaign to integrated marketing communication and marketing to digital relationship marketing as marketing public relations using three the tactics. pull strategy, push strategy, Pass strategy. Marketing program public relations is defining the segmentation of the market and in strategic plotting mastery market , it means in the face of the era of free markets or that competitive rivalry that kian sharpened in the business world , hence the target or target marketing public relations should be more directed to the interests of consumers .

Keywords : Marketing Public Relations, Integrated Marketing Communication, BrandAwareness.