

**STRATEGI KOMUNIKASI PEMASARAN PR AGENCY DALAM
MENINGKATKAN EKSISTENSI SELAMA PANDEMI COVID-19 (STUDI
KASUS MEDIA BUFFET PR)**

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ABSTRAK

Diawal pandemi covid-19 membuat banyak bidang industri terdampak, salah satunya Media Buffet PR yang tahun ini baru akan memasuki usia ke 5 tahun. Media Buffet harus mengalami penurunan kegiatan dan kesulitan dalam mendapatkan klien baru karena berkurangnya mobilitas akibat peraturan pembatasan aktivitas. Semua kegiatan yang Media Buffet lakukan pun mau tidak mau harus beradaptasi secara online, belum lagi persaingan yang ketat antar agensi pr di Jakarta membuat Media Buffet harus melakukan strategi untuk meningkatkan eksistensi perusahaan.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus yang berfokus pada strategi komunikasi pemasaran Media Buffet PR dalam meningkatkan eksistensi perusahaan. Informan penelitian ini berjumlah 5 orang yang dipilih dengan kriteria tertentu. Penelitian ini menggunakan model *integrated marketing communications* (IMC). Penelitian ini menggunakan teknik pengumpulan data wawancara mendalam, observasi dan studi pustaka dalam bentuk deskriptif.

Hasil dari penelitian ini adalah Media Buffet melakukan strategi iklan secara organik, pemasaran langsung menggunakan metode pitching, pemasaran interaktif yang berfokus pada *website* dan platform sosial media yang dikelola oleh tim digital marketing internal, promosi penjualan melalui pemotongan harga dan bonus, serta menggunakan *public relations*. Selain itu, sebagai pelengkap Media Buffet juga menggunakan strategi tambahan yaitu *word of mouth*.

Kata Kunci : Konsultan PR, Strategi Komunikasi Pemasaran, *Integrated Marketing Communications*

**PR AGENCY MARKETING COMMUNICATION STRATEGY IN
INCREASING EXISTENCE DURING THE COVID-19 PANDEMIC (CASE
STUDY OF MEDIA BUFFET PR)**

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ABSTRACT

At the beginning of the COVID-19 pandemic, many industrial fields were affected, one of which was Media Buffet PR, which this year will only enter its 5th year. Media Buffet had to experience decreased activity and difficulty in getting new clients due to reduced mobility due to activity restriction regulations. All the activities that Media Buffet does, inevitably have to adapt online, not to mention the intense competition between PR agencies in Jakarta, making Media Buffet have to implement strategies to increase the company's existence.

This study uses a qualitative method with a case study approach that focuses on Media Buffet PR's marketing communication strategy in increasing the company's existence. The informants of this study were 5 people who were selected with certain criteria. This study uses an integrated marketing communications (IMC). This research uses in-depth interview data collection techniques, observation and literature study in descriptive form.

The results of this study are that Media Buffet uses an organic advertising strategy, direct marketing using the pitching method, interactive marketing that focuses on website and social media platforms managed by the internal digital marketing team, sales promotion through price cuts and bonuses, and uses public relations. In addition, as a complement to Media Buffet, it also uses an additional strategy, namely word of mouth.

Keywords: PR Consultant, Marketing Communication Strategy, Integrated Marketing Communications