

Strategi Marketing Public Relations Dalam Membangun BrandAwareness IndonesiaX Melalui Aktivitas Public Relations

SARAH GERALDINE

Abstrak

Ada banyak kursus online gratis di Indonesia, salah satunya adalah IndonesiaX. Kursusonline di IndonesiaX dapat diikuti secara gratis oleh siapapun dan kursusnya amat beragam. Namun kursus online di IndonesiaX kurang diminati dan brand awarenessnya masih kurang di masyarakat, hal ini sangat disayangkan karena kursus online IndonesiaX sangat memiliki banyak manfaat bagi pembelajarnya. Penelitian ini memaparkan mengenai strategi Marketing Public Relations IndonesiaX untuk meningkatkan brand awareness IndonesiaX. Teori yang digunakan adalah teori Marketing Public Relations. Metode penelitian yang digunakan adalah kualitatif deskriptif. Penelitian ini dilakukan melalui wawancara dengan tiga informan yang berasal dari internal IndonesiaX. Peneliti menemukan hasil IndonesiaX harus memaksimalkan strategi marketingnya mulai dari segi publikasi, event, informasi, lobi dan negosiasi, berita, komunitas dan CSR-nya. IndonesiaX juga bisa menambah jenis kursus yang sesuai dengan permintaan pembelajarnya.

Kata Kunci: *Marketing Public Relations, Brand Awareness, IndonesiaX*

STRATEGY OF MARKETING PUBLIC RELATIONS IN BUILDING INDONESIA X'S BRAND AWARENESS THROUGH PUBLIC RELATIONS ACTIVITIES

SARAH GERALDINE

Abstract

There are many free online courses in Indonesia, one of which is IndonesiaX. Online courses at IndonesiaX can be taken for free by anyone and the courses are very diverse. However, online courses at IndonesiaX are less desirable and the brand awareness is still lacking in public, this is very unfortunate because online courses at IndonesiaX have many benefits for students. This study describes IndonesiaX's Marketing Public Relations strategy to increase IndonesiaX's brand awareness. The theory used is the theory of Marketing Public Relations. The research method used is descriptive qualitative. This research was conducted through interviews with three informants from IndonesiaX's internals. This study found that IndonesiaX had to maximize its marketing strategy starting from publications, events, information, lobbying and negotiations, news, community and CSR. IndonesiaX can also add types of courses according to their student's requests.

Keywords: Marketing Public Relations, Brand Awareness, IndonesiaX