

STRATEGI *MARKETING PUBLIC RELATIONS* BY.U DALAM MENINGKATKAN *BRAND IMAGE* MELALUI *EVENT* (Studi Kasus Piala by.U Jawa Barat *Series*)

Oleh Krisna Maulana Nugraha

ABSTRAK

by.U merupakan salah satu produk Telkomsel dengan layanan internet digital *end-to-end* untuk Generasi Z dan Milenial. Survei menunjukkan level *awareness* by.U masih di bawah kompetitor, sehingga diperlukan strategi komunikasi yang efektif untuk meningkatkan *brand image* yang secara simultan pada peningkatan *brand awareness*. by.U menyelenggarakan *event* Piala by.U, kompetisi futsal pelajar SMP dan SMA se-Indonesia. Dalam menyelenggarakan *event* tersebut, by.U menerapkan strategi *three ways strategy marketing public relations* yaitu *pull*, *push* dan *pass strategy*. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data melalui wawancara mendalam dengan tim by.U, peserta dan penonton *event*. Hasil penelitian menunjukkan bahwa strategi *pull* diimplementasikan melalui promosi di media sosial, kolaborasi dengan *influencer* dan atlet, serta *user-generated content*. Strategi *push* diterapkan dengan benefit eksklusif bagi peserta, seperti *coaching clinic* dan *fun match* dengan atlet serta *influencer*. Sementara itu, strategi *pass* diimplementasikan melalui aktivitas *sponsorship* dengan Timnas Futsal Indonesia, kerja sama dengan Federasi Futsal Indonesia dan Dinas Pendidikan, serta dukungan untuk UMKM lokal. Kesimpulan penelitian ini bahwa *event* Piala by.U berperan signifikan dalam membangun *brand image* yang lebih kuat dengan implementasi strategi *marketing public relations* yang efektif meningkatkan keterlibatan audiens dan menciptakan persepsi positif terhadap *brand*.

Kata kunci: *Marketing public relations, Brand image, Event* Piala by.U

**BY.U MARKETING PUBLIC RELATIONS STRATEGY IN
ENHANCING BRAND IMAGE THROUGH EVENT
(Case Study of the Piala by.U West Java Series)**

By Krisna Maulana Nugraha

Abstract

by.U is one of Telkomsel's products offering a digital end-to-end internet service for Generation Z and Millennials. Surveys indicate that by.U's level of awareness is still below that of its competitors, thereby necessitating an effective communication strategy to enhance brand image in parallel with increasing brand awareness. To address this, by.U organized the "Piala by.U" event, a nationwide futsal competition for junior and senior high school students across Indonesia. In organizing the event, by.U implemented a three-ways marketing public relations strategy: pull, push, and pass strategies. This study employed a qualitative approach using a case study method. Data were collected through in-depth interviews with the by.U team, event participants, and spectators. The findings reveal that the pull strategy was implemented through social media promotion, collaborations with influencers and athletes, as well as user-generated content. The push strategy was carried out by offering exclusive benefits to participants, such as coaching clinics and fun matches with athletes and influencers. Meanwhile, the pass strategy was implemented through sponsorship activities with the Indonesian National Futsal Team, partnerships with the Indonesian Futsal Federation and the Ministry of Education, as well as support for local UMKM. The study concludes that the Piala by.U event plays a significant role in strengthening brand image through the effective implementation of marketing public relations strategies, which enhance audience engagement and create a positive perception of the brand.

Keyword: *Marketing public relations, Brand image, Piala by.U Event.*