

# **PERAN *PUBLIC RELATIONS* THE CLINIC BEAUTYLOSOPHY DALAM MENINGKATKAN *PUBLIC AWARENESS* MELALUI *LAUNCHING* ALAT *EMSCLUPT***

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## **Abstrak**

Penelitian ini membahas tentang sejauh mana peran dari *Public Relations* The Clinic Beautylosophy dalam meningkatkan *Public Awareness* melalui *Launching* alat *Emsclupt*. Tujuannya adalah untuk mengetahui sejauh mana peran dari *Public Relations* The Clinic Beautylosophy dalam meningkatkan *public awareness* melalui *launching* alat *emsclupt*. Metode penelitian yang digunakan adalah metode penelitian fenomenologi dengan pendekatan kualitatif. Teknik pengumpulan data yang digunakan berdasarkan wawancara mendalam secara langsung dengan *Chief Marketing* dan *Public Relations* The Clinic Beautylosophy, Dokter Kecantikan dari The Clinic Beautylosophy, 3 orang informan yang merupakan peserta yang hadir dalam *event launching* alat *emsclupt*. Hasil penelitian menunjukkan bahwa peran *Public Relations* The Clinic Beautylosophy dalam meningkatkan *public awareness* melalui *launching* alat *emsclupt* sudah cukup sesuai dan berjalan sebagaimana mestinya, walaupun dalam eksekusinya lebih luas dan vital dari empat kategori yang ditentukan. Dapat dikatakan bahwa *Public Relations* The Clinic Beautylosophy telah menjalankan fungsi dan tugasnya dengan baik bersama dengan tim *Marketing* dan *Public Relations* The Clinic Beautylosophy. Sehingga perlahan-lahan *public awareness* terus meningkat melalui *launching* alat *emsclupt*. Untuk kedepannya mungkin dapat ditingkatkan lagi kerjasama antara tim *Marketing* dan *Public Relations* The Clinic Beautylosophy dengan Dokter Kecantikan The Clinic Beautylosophy serta semakin responsif dan kolaboratif demi *public awareness* dari masyarakat dan secara khusus orang peduli pada kesehatan dan kecantikan.

**Kata Kunci :** The Clinic Beautylosophy, Peran *Public Relations*, *Public Awareness*, *Launching*, *Emsclupt*.

## **Abstract**

This research is concern about the role of public relations of The Clinic Beautylosophy on increasing the public awareness through the launching of emsclupt tools. The aim of this research is to identify the porsion of public relations of The Clinic Beautylosophy on increasing the public awareness through the launching of emsclupt tools. The research method that used in this case is phenomonology and qualitative research approach. The technic for collecting the datas that used in this case is based on the depth interview with the Chief Marketing and the Public Relations of The Clinic Beautylosophy. The Aesthetic Doctor from The Clinic Beautylosophy, 3 people role as the informers that come as the participants on the launch event of emsclupt tools. The result of this research is to show that the role of the Public Relations of The Clinic Beautylosophy on increasing the public awareness, although on the execution phase is more comprehensive and vital on the four determined categories. In conclusion, the Public Relations of The Clinic Beautylosophy has done its job and function as it supposed to be with the marketing and public relations team. So that the public awareness is increasing slowly through the launching of emsclupt toools. For the next phase there will be a chance to develop the cooperation between the marketing team and the aesthetic doctors of The Clinic Beautylosophy and be more responsive and collaborative for the needs of “public awarenes” from the society especially the group of people who cares about health and beauty.

**Keywords** : The Clinic Beautylosophy , The Role Public Relations, Public Awareness, Launching, Emsclupt.