

Analisis kegiatan marketing public relations dalam rangka membangun brand awareness : studi kasus pada produk McAfee di PT.Transition Systems Indonesia = Analysis activity of marketing public relations in order to build brand awareness : case study on McAfee products in PT. Transition Systems Indonesia

Riniyanti P. Tassakka, author

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Abstrak

Penelitian ini berjudul Analisis Kegiatan Marketing Public Relations dalam rangka membangun Brand Awareness (Studi Kasus pada Produk McAfee di PT.Transition Systems Indonesia). Penelitian ini bertujuan untuk menganalisis apakah kegiatan Marketing Public Relations (MPR) pada produk McAfee memberikan dampak awareness kepada konsumen, dimana hal ini dilakukan untuk menghadapi persaingan yang cukup ketat dengan perusahaan IT lainnya. Penelitian ini dilakukan pada khalayak sasaran produk McAfee yaitu pemakai dari produk McAfee itu sendiri dan mengetahui perkembangan dunia teknologi. Dalam metode penelitian, peneliti menggunakan pendekatan penelitian deskriptif kualitatif, paradigma konstruktivis. Dalam pengumpulan data menggunakan teknik pengumpulan data wawancara mendalam (In-depth interviewing). Dari hasil analisis data menunjukkan bahwa McAfee diduga telah berhasil meningkatkan awareness dari audience. Dalam penelitian ini dapat disimpulkan bahwa dampak Marketing Public Relations disusun yang dilakukan oleh McAfee diduga menjadi suatu bauran strategi secara tepat. Dalam rangka membangun brand awareness konsumen dengan menggunakan marketing communication mix dan didukung oleh sarana yang ada. Implikasi dari penelitian ini menunjukkan bahwa kegiatan Marketing Public Relations yang diselenggarakan oleh McAfee diduga telah berhasil meningkatkan awareness dari audience. Kegiatan Marketing Public Relations itu penekanannya bukan pada selling (seperti pada kegiatan periklanan). Kegiatan ini diharapkan dapat memberikan dampak yang kuat terhadap tingkat awareness konsumen.

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This research titled Analysis Activity of Marketing Public Relations in order to build brand awareness (Case Study on the McAfee Products in PT.Transition Systems Indonesia). The purpose of the research is to analyze whether the activities of Marketing and Public Relations (MPR) on the McAfee products to give effect to the consumer awareness, where this is done to face tight competition with other IT companies. This research was conducted at the target audience of users of McAfee products from McAfee's own product and know the world of technology development. In a research method, researchers used a qualitative descriptive research approaches, paradigms Constructivism. The data were collected by In-depth interviewing. From the results of data analysis, the output showed that McAfee consectuable has succeeded in increasing awareness of the audience. In this research we can conclude that the impact of Marketing and Public Relations organized by McAfee is supposed to be a mix of strategies as appropriate. In order to build brand awareness among consumers by using marketing communication mix and is supported by the existing facilities. The implication of this research showed that the activities of Marketing and Public Relations organized by McAfee is alleged to have managed to increase awareness of the audience. Marketing and Public Relations activities that the emphasis is not on selling (as in advertising activities). This activity is expected to give a strong impact on the level of consumer awareness.