

Pendekatan cyber public relations pada strategi kampanye kehumasan produk KFCatering = Public relations approach to cyber pr campaign strategy products KFCatering

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Abstrak

Kampanye kehumasan merupakan salah satu instrumen yang efektif guna mempertahankan suatu brand image maupun untuk mempromosikan suatu produk baru dari suatu perusahaan. Proposal ini diajukan sebagai upaya untuk memperkenalkan produk baru dari KFC Indonesia Tbk, yaitu berupa suatu produk dan layanan yang bernama KFCatering. Analisis SWOT dilakukan sebelum penyusunan proposal kampanye kehumasan guna mengenali kekuatan, kelemahan, kesempatan dan tantangan yang secara umum dihadapi produk- produk KFC di masyarakat. Adapun model kampanye yang digunakan adalah model 5 tahap perkembangan fungsional yang berfokus pada proses kegiatan kampanye. Tahapan kegiatan tersebut meliputi: identifikasi, legitimasi, partisipasi, penetrasi, dan distribusi. Sedangkan pendekatan yang dilakukan memakai teori persuasi. Sebagai target publik adalah masyarakat menengah atas yang berpendidikan SMA sampai Perguruan Tinggi dan berusia 19-35 tahun, dan hidup di kota besar. Program kampanye yang dilakukan meliputi Marketing Event Campaign, Media Event Campaign & Media Promotion Campaign.

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A Public relations campaign is one of the effective instruments in order to maintain a brand image as well as to promote a new product from a company. The proposal was made in an attempt to introduce a new product from KFC Indonesia Tbk, in the form of a product and a service called KFCatering. SWOT analysis is done prior to the preparation of proposals public relations campaign in order to identify strengths, weaknesses, opportunities and challenges that are generally faced KFC products in the community. The campaign used a model is a functional model of 5 stages of development that focuses on the activities of the campaign. Stages of these activities include : identification, legitimacy, participation, penetration, and distribution. While the approach taken by using the theory of persuasion. As the target audience is upper middle income people who had high school to university and 19-35 years old, and live in a big city. Campaign program was conducted on the Event Marketing Campaign, Campaign Events Media & Promotion Media Campaign.