

Analisa strategi marketing public relations PT Gojek dalam memasarkan gojek sebagai sarana transportasi berbasis teknologi =
Analysis publik relations strategy of PT Gojek in marketing gojek as a means of transport based on technology / Nurul Hayati

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Abstrak

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Gojek pertama kali dipasarkan di Jabotabek pada tahun 2011. Masyarakat saat itu masih terbiasa menggunakan jasa ojek secara konvensional. Gojek berupaya memasarkan produknya sebagai sarana pelayanan transportasi berbasis teknologi. Berbagai upaya dilakukan Gojek untuk memasarkan produknya termasuk strategi marketing public relations seperti sistem referral code, membuat meme mengenai Gojek dan campaign dengan mengangkat isu nasionalisme. Dalam memasarkan produknya Gojek menggunakan tiga jenis strategi marketing public relations yaitu strategi push, pull, dan pass. Ketiga strategi ini memiliki peran besar untuk memasarkan Gojek sebagai sarana transportasi berbasis teknologi.

ABSTRACT

Gojek first marketed in Jabodetabek at 2011. Society at that time still accustomed to using conventional motorcycle. Gojek attempt to market its product as a means of transport based on technology. Various attempts were made by Gojek to marketing their products include marketing public relations strategy such as a referral system code, create memes about Gojek and a campaign to raise the issue of nationalism. In marketing their products, Gojek use three types of marketing public relations strategy which are a strategy of push, pull, and pass. These three strategies have a major role for market Gojek as a means of transportation based technology.