

# Perencanaan strategi marketing public relations guna meningkatkan brand awareness khalayak terhadap party partner = Planning marketing public relations strategy to strengthening brand awareness of consumer towards party partner

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## Abstrak

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Analisis Situasi: 1. Party Partner merupakan salah satu brand penyedia barang dan jasa perlengkapan pesta yang baru dirintis selama kurang lebih dua tahun berjalan. 2. Party Partner memiliki harga yang relatif terjangkau, varian produk yang beragam, akses keterjangkauan mudah, dan pelayanan ramah bila dibandingkan dengan pesaing. Namun sayang, Party Partner masih terbilang lambat dalam merespon chat pelanggan di social media dan belum memiliki jasa pesan antar/delivery. 3. Kesadaran khalayak akan brand Party Partner masih berada pada tingkat Unaware of Brand sebab Party Partner kurang melakukan kegiatan promosi yang mampu menjangkau langsung ke target sasaran. 4. Peluang yang dimiliki Party Partner untuk meningkatkan kesadaran brandnya di benak khalayak pada dasarnya terbilang cukup besar, namun belum mampu dimaksimalkan. 5. Banyaknya brand pesaing yang mulai bermunculan, harga penjualan online yang mematikan, dan berita mengenai bahaya penggunaan balon gas menjadi potensi ancaman yang harus dihadapi Party Partner. Pernyataan Masalah: Rendahnya pengetahuan khalayak sasaran akan keberadaan Party Partner sebagai salah satu brand penyedia barang dan jasa perlengkapan pesta di wilayah Kab. Bandung menyebabkan pentingnya perencanaan strategi yang tepat, yakni Strategi Marketing Public Relations yang bertujuan untuk meningkatkan kesadaran brandnya di benak khalayak. Solusi: 1. Menyelenggarakan Program Special Event "Sayembara Desain Logo dalam Rangka Memperingati Anniversary Party Partner yang Ke-3". 2. Melakukan Publikasi dan Publisitas dengan Menggunakan Peran Influencer di Media Sosial. 3. Melakukan Program Kerjasama Pemberian Sponsor Dekorasi pada Acara-acara Tertentu. Tujuan Program: 1. Memperkuat kesadaran brand brand awareness konsumen terhadap Party Partner guna mampu bersaing secara kompetitif di tengah ketatnya persaingan bisnis saat ini. 2. Mencapai kesadaran brand brand awareness konsumen pada tingkat Top of Mind puncak pikiran, dimana Party Partner sebagai salah satu brand penyedia barang dan jasa perlengkapan pesta di wilayah Kab. Bandung, mampu menjadi brand yang disebutkan pertama kali oleh konsumen/yang pertama kali muncul dalam benak konsumen. Khalayak Sasaran: 1. Secara Geografis Khalayak yang bertempat tinggal di sekitar wilayah Kabupaten Bandung, Jawa Barat. 2. Secara Demografis- Laki-laki dan Perempuan- Pelajar SD, SMP, dan SMA di wilayah Kabupaten Bandung- Mahasiswa Perguruan Tinggi di wilayah Kabupaten Bandung- SES : A dan B3. Secara Psikografis Pelajar dan mahasiswa yang menyukai trend perayaan pesta dan trend sharing moments di media sosial Instagram.

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Situation Analysis: 1. Party Partner is one of party goods and service provider that newly pioneered over the past two years. 2. Party Partner has a relatively affordable prices, diverse product variants, easy access, and friendly service compared to other competitors. But unfortunately, Party Partner is still somewhat slow in

responding to chat customers in social media and doesn't have delivery service yet. 3. Public awareness about Party Partner is still at the level of Unaware of Brand which means Party Partner is still less effort in conducting promotional activities that can be targeted directly to the target. 4. Opportunities owned by Partner Partner to increase brand awareness in the minds of the audience is quite large, but has not been able to be maximized. 5. The emergence of many competitors, deadly online sales price, and news about the danger of gas balloons usage become potential threat to be faced by Party Partner. Problem Statement: The low knowledge of target audiences about the existence of Party Partner as one of the party goods and service providers brand in Bandung area led to the importance of planning the right strategy, namely Marketing Public Relations Strategy which aims to increase brand awareness in the minds of the public. Solution: 1. Organizing a Special Event Program Logo Design Competition in Order to Commemorate the 3rd Anniversary of Party Partner. 2. Publication and Publicity using Social Media Influencer. 3. Conducting Cooperation Program as Sponsors Providers of Decorations in Certain Occasions. Program Objectives: 1. Strengthening brand awareness of consumer towards Party Partner in order to compete competitively in the middle of the tightness of business competition nowadays. 2. Achieving the Top of Mind level in consumer brand awareness, where Party Partner is one of the party goods and service provider brand in Bandung area, is able to become the first brand mentioned by consumer which first appeared in the minds of consumers. Target Audience: 1. Geographically People residing in Bandung Area, West Java. 2. Demographically Men and Women Students of elementary, junior high and high school in Bandung area College students in Bandung area SES A and B3. Psychographically Students who like the trend of party celebration and sharing moments in their Instagram.