

Strategi Marketing Public Relations Sunsilk dalam Mempertahankan Brand Image di Masa Pandemi Covid-19 (Studi pada Kampanye Sunsilk "Tak Terhentikan Tuk Berkilau") = Sunsilk's Marketing Public Relations Strategy in Maintaining Brand Image during the Covid-19 Pandemic (Study on Sunsilk's "Tak Terhentikan Tuk Berkilau" Campaign)

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Abstrak

Brand image menjadi aspek penting bagi brand untuk dapat memenangkan persaingan pasar. Salah satu upaya yang dapat dilakukan untuk membangun brand image yang positif adalah dengan strategi marketing public relations. Adanya pandemi Covid-19 sejak tahun 2020 di Indonesia menjadi tantangan baru bagi para pelaku usaha, termasuk dalam menjalankan strategi marketing public relations. Tulisan ini menganalisis strategi marketing public relations oleh brand Sunsilk melalui kampanye "Tak Terhentikan Tuk Berkilau" yang dilakukan saat pandemi untuk mempertahankan brand image yang dimiliki. Hasil analisis dari tulisan ini menyatakan Sunsilk melakukan strategi marketing public relations yang terdiri dari strategi push, pull, dan pass melalui berbagai cara seperti iklan, publikasi, events, speech, partnership, news, dan public services activity. Dapat disimpulkan bahwa Sunsilk mampu beradaptasi di masa pandemi untuk menjalankan strategi marketing public relations melalui kampanye "Tak Terhentikan Tuk Berkilau" dengan mengoptimalkan platform digital seperti media sosial dan website untuk mempertahankan brand image yang positif di kalangan perempuan muda Indonesia.

.....Brand image is an important aspect for brands to win the market competition. One way to build a positive brand image is by using a marketing public relations strategy. The Covid-19 pandemic that happened in Indonesia since 2020 has become a new challenge for business actors, including in carrying out marketing public relations strategies. This paper analyzes the marketing public relations strategy by Sunsilk through the "Tak Terhentikan Tuk Berkilau" campaign, which was carried out during the pandemic to maintain its brand's image. The results of the analysis stated that Sunsilk implements a marketing public relations strategy consisting of push, pull, and pass strategies through various means such as advertisements, publications, events, speeches, partnerships, news, and public services activities. In conclusion, Sunsilk managed to adapt during the pandemic to implement a marketing public relations strategy through "Tak Terhentikan Tuk Berkilau" campaign by optimizing digital platforms such as social media and websites to maintain a positive brand image among young Indonesian women.