

Analisis Kampanye Hubungan Masyarakat Coinbase = Coinbase Public Relations Campaign Analysis

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Abstrak

Munculnya tren baru dalam dunia investasi yaitu investasi cryptocurrency menyebabkan peningkatan jumlah investor yang ingin melakukan investasi pada bidang ini. Namun investor mengalami hambatan dalam mengadopsi cryptocurrency, dikarenakan minimnya pengetahuan masyarakat seputar cryptocurrency. Maka dari itu, Coinbase meluncurkan kampanye humas dan menggunakan beberapa teknik kampanye humas untuk menjalankan programnya. Terdapat beberapa kegiatan dan kerja sama yang dilakukan oleh Coinbase untuk memberikan edukasi kepada calon konsumen dan diharapkan calon konsumen dapat berpartisipasi dalam program yang telah dibuat dan akhirnya memilih Coinbase sebagai platform jual beli cryptocurrency.The emergence of a new trend, namely cryptocurrency investment, has led to an increase in the number of investors who want to invest in this field. However, investors experience obstacles in adopting cryptocurrency, due to the lack of knowledge about cryptocurrency. Therefore, Coinbase launched a PR campaign and used several PR campaign techniques to carry out the program. There are several activities and collaborations carried out by Coinbase to provide education to the public and it is hoped that the community will be able to participate in the programs that have been created and finally choose Coinbase as a cryptocurrency buying and selling platform.