

# Analisis Strategi Marketing Public Relations Summarecon Mall Kelapa Gading dalam Upaya Memperkuat Brand Image 'Your Family Mall' = Analysis of Summarecon Mall Kelapa Gading's Marketing Public Relations Strategy in Strengthening 'Your Family Mall' Brand Image

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## Abstrak

Penelitian ini menganalisis strategi Marketing Public Relations (MPR) yang diterapkan oleh Summarecon Mall Kelapa Gading dalam memperkuat citra merek (brand image) sebagai 'Your Family Mall'. Jurnal makalah ini menggunakan metode kualitatif dengan pendekatan deskriptif, dimana data dikumpulkan melalui wawancara langsung. Hasil penelitian menunjukkan bahwa Summarecon Mall Kelapa Gading memanfaatkan tiga strategi utama marketing public relations, yaitu push, pull, dan pass, yang diterapkan melalui kegiatan promosi, event interaktif, dan kontribusi sosial. Strategi pull melibatkan penyelenggaraan acara rutin tahunan, berbagai kegiatan menarik seperti workshop, dan penggunaan media dalam melakukan publisitas. Sedangkan strategi push mengandalkan program loyalitas dan kolaborasi dengan brand ambassador. Strategi pass dilaksanakan melalui program sosial melalui Summarecon Peduli dan celengan kasih. Penggabungan tools marketing public relations yang diterapkan melalui strategi push, pull, dan pass merupakan upaya untuk meningkatkan dan memperkuat brand image Summarecon Mall Kelapa Gading. Meskipun strategi ini efektif dalam menciptakan hubungan emosional dengan pengunjung, penelitian menemukan bahwa kesadaran terhadap tagline 'Your Family Mall' masih memerlukan penguatan melalui komunikasi yang lebih luas dan konsisten.

.....This study examines the Marketing Public Relations (MPR) strategies implemented by Summarecon Mall Kelapa Gading to strengthen its brand image as 'Your Family Mall.' The paper uses a qualitative approach with a descriptive design, where data was collected through direct interviews. The findings indicate that Summarecon Mall Kelapa Gading employs three main MPR strategies: push, pull, and pass, which are executed through promotional activities, interactive events, and social contributions. The pull strategy involves organizing annual routine events, engaging activities such as workshops, and utilizing media for publicity. The push strategy relies on loyalty programs and collaborations with brand ambassadors. The pass strategy is implemented through social programs like Summarecon Peduli and Celengan Kasih. The integration of these MPR tools through push, pull, and pass strategies aims to enhance and strengthen the brand image of Summarecon Mall Kelapa Gading. Although these strategies are effective in building emotional connections with visitors, the study finds that awareness of the 'Your Family Mall' tagline still requires strengthening through broader and more consistent communication.