

Analisis Strategi Marketing Public Relations Lifetime Design dalam Penguatan Brand Awareness: Studi Kasus terhadap Kolaborasi Lifetime Design dengan Arief Muhammad melalui Kampanye “The House Within” = Analysis of Lifetime Design's Public Relations Marketing Strategy in Strengthening Brand Awareness: Case Study of Lifetime Design's Collaboration with Arief Muhammad through "The House Within" Campaign

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Abstrak

Perkembangan industri desain interior di Indonesia yang semakin menjanjikan, mendorong para pelaku usaha untuk terus berinovasi dalam membangun brand awareness guna meraih pangsa pasar yang lebih besar. Lifetime Design, sebagai salah satu perusahaan desain interior terkemuka di Indonesia, meluncurkan sebuah kampanye inovatif bernama “The House Within” dengan membangun rumah di dalam mall. Dalam upaya memaksimalkan penyebaran pesan kampanye, Lifetime Design turut menggandeng key opinion leaders (KOL), yakni Arief Muhammad untuk meningkatkan kesadaran audiens terhadap merek melalui pendekatan yang tidak konvensional. Penelitian ini bertujuan untuk mengeksplorasi strategi marketing public relations yang dilakukan oleh Lifetime Design melalui kampanye “The House Within” dengan menggunakan metode analisis konten. Berdasarkan analisis konten terhadap akun youtube @LifetimeDesign dan @AriefMuhammadd dengan jumlah 8 unggahan relevan yang telah ditelaah, ditemukan bahwa Lifetime Design menggunakan berbagai pendekatan marketing public relations yakni push, pull, dan pass. Kampanye ini turut memanfaatkan alat MPR, seperti event, media sosial, dan kegiatan layanan publik untuk meningkatkan keterlibatan audiens dan visibilitas merek. Hasil penelitian menunjukkan bahwa kolaborasi yang dilakukan oleh Lifetime Design dengan Arief Muhammad memberikan kontribusi signifikan terhadap peningkatan visibilitas kampanye melalui konten orisinal, dan bersifat alami, berhasil menciptakan hubungan emosional serta meningkatkan ketertarikan publik terhadap merek.

.....The rapid growth of the interior design industry in Indonesia has prompted business stakeholders to continually innovate in building brand awareness to capture a larger market share. Lifetime Design, a prominent interior design company in Indonesia, launched an innovative campaign entitled "The House Within," which involved constructing a house within a shopping mall. In an effort to maximize the campaign's message dissemination, Lifetime Design collaborated with key opinion leader (KOL) Arief Muhammad to enhance audience awareness through an unconventional approach. This study aims to explore the marketing public relations strategies employed by Lifetime Design in the “The House Within” campaign, utilizing content analysis methodology. Based on an analysis of content from the YouTube accounts @LifetimeDesign and @AriefMuhammadd, which included 8 relevant posts, it was found that Lifetime Design utilized various marketing public relations strategies, namely push, pull, and pass. The campaign also leveraged MPR tools such as events, social media, and public service activities to increase audience engagement and brand visibility. The research findings indicate that the collaboration between Lifetime Design and Arief Muhammad significantly contributed to enhancing the campaign’s visibility through authentic, organic content, thereby fostering an emotional connection and increasing public interest

in the brand.