

Analisis Kampanye Public Relations PT. Procter & Gamble Indonesia dalam Membangun Brand Image (Studi terhadap Kampanye #RambutTanpaBatas pada Produk Pantene Indonesia) = Analysis of the Public Relations Campaign of PT. Procter & Gamble Indonesia in Building a Brand Image (Study of the #RambutTanpaBatas Campaign on Pantene Indonesia Products)

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Abstrak

Era globalisasi membuat perkembangan industri semakin pesat sehingga menuntut perusahaan untuk mampu memenuhi tuntutan lebih mengenai informasi dan pengetahuan produk. Saat ini, persaingan ketat antara perusahaan direpresentasikan oleh brand. Oleh karena itu, banyak upaya yang dilakukan perusahaan demi membangun brand image yang positif. Diketahui bahwa kemampuan kampanye Public Relations dapat mempertahankan dan membangun brand image. PT. Procter & Gamble Indonesia melakukan kampanye Public Relations yang bertajuk #RambutTanpaBatas dalam membangun brand image pada produk Pantene Indonesia. Makalah ini menganalisis kampanye Public Relations yang dilakukan PT Procter & Gamble Indonesia pada brand Pantene Indonesia melalui implementasi strategi bauran public relations, yaitu P.E.N.C.I.L.S khususnya sub-strategi publikasi. Teori yang digunakan dalam penelitian ini adalah Bullet Theory dan metode pengumpulan data yang digunakan adalah data sekunder. Hasil analisis menunjukkan bahwa melalui nilai-nilai baik yang dibawa oleh brand dan pesan yang tersampaikan melalui pengadaan kampanye #RambutTanpaBatas, PT. Procter & Gamble Indonesia telah berhasil dalam membangun brand image positif terhadap brand Pantene Indonesia.

The era of globalization has made industrial development more rapid so that it requires companies to be able to meet more demands regarding information and product knowledge. Currently, the fierce competition between companies is represented by brands. Therefore, many efforts have been made by the company to build a positive brand image. It is known that the ability of a Public Relations campaign can maintain and build a brand image. PT. Procter & Gamble Indonesia conducted a Public Relations campaign entitled #RambutTanpaBatas in building a brand image on Pantene Indonesia products. This paper analyzes the Public Relations campaign conducted by PT Procter & Gamble Indonesia on the Pantene Indonesia brand through the implementation of a public relations mix strategy, namely P.E.N.C.I.L.S, especially the publication sub-strategy. The theory used in this study is Bullet Theory and the data collection method used is secondary data. The results of the analysis show that through the good values brought by the brand and the message conveyed through the #RambutTanpaBatas campaign procurement, PT. Procter & Gamble Indonesia has succeeded in building a positive brand image for the Pantene Indonesia brand.