

Analisis Strategi Marketing Public Relations (MPR) Travel Agent dalam Membangun Brand Awareness terhadap Produk Terbarunya (Studi : Strategi MPR Online terhadap Layanan Traveloka Xperience Periode 2020- 2021) = Marketing Public Relations (MPR) Strategy Analysis of Travel Agent in Building Brand Awareness on Its New Products (Study on Online MPR Strategy for Traveloka Xperience Service Periode 2020-2021)

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Abstrak

Makalah ini merupakan studi tentang penerapan strategi Marketing Public Relations (MPR) PT Trinusa Travelindo (atau bisa dikenal dengan merek dagang “Traveloka”) dalam meningkatkan brand awareness produk terbarunya, “Traveloka Xperience”. Persaingan yang ketat dalam bisnis online travel agent menuntut perusahaan melakukan inovasi melalui berbagai strategi, khususnya dalam hal marketing. Strategi marketing tersebut diterapkan Traveloka melalui aktivitas MPR sebagai upaya menciptakan kesadaran masyarakat. MPR merupakan salah satu strategi yang dilakukan oleh PR dalam mendukung kegiatan marketing sebuah perusahaan untuk meningkatkan pangsa pasar dan reputasi sebuah perusahaan. Makalah ini akan membahas hal tersebut melalui model pendekatan yang dikemukakan oleh Thomas L. Harris, antara lain Publicity, Event, News, Community Involvement, Inform to Image, Lobbying and Negotiation, serta Social Responsibility (P.E.N.C.I.L.S). Berdasarkan hasil peninjauan, strategi MPR yang diterapkan Traveloka dalam mempromosikan Traveloka Xperience mampu meningkatkan kesadaran masyarakat. Dalam proses meningkatkan brand awareness terhadap Traveloka Xperience, seluruh strategi MPR berpengaruh dalam meningkatkan brand awareness. Berdasarkan konsep tools MPR yang dikemukakan oleh Philip Kotler, Traveloka hanya menjalankan empat tools yang terbentuk hubungan kontinuitas antara PT Traveloka dengan pelanggan.

.....This paper is a study on the implementation of the Marketing Public Relations (MPR) strategy of PT Trinusa Travelindo (or known as the trademark “Traveloka”) in increasing brand awareness of its newest product, “Traveloka Xperience”. Tight competition in the online travel agent business requires companies to innovate through various strategies, especially in terms of marketing. This marketing strategy is implemented by Traveloka through MPR activities as an effort to create public awareness. MPR is one of the strategies undertaken by PR in supporting the marketing activities of a company to increase the market share and reputation of a company. This paper will discuss this matter through the approaching model proposed by Thomas L. Harris, including Publicity, Event, News, Community Involvement, Inform to Image, Lobbying and Negotiation, and Social Responsibility (PENCILS). Based on the results of the review, the MPR strategy implemented by Traveloka in promoting Traveloka Xperience was able to increase public awareness. In the process of increasing brand awareness of Traveloka Xperience, all MPR strategies affect increasing brand awareness. Based on the MPR tools concept proposed by Philip Kotler, Traveloka only runs four tools that form a continuity relationship between PT Traveloka and its customers.