

## **ABSTRAK**

Tesis ini menganalisis strategi *marketing public relation* SMK Kartika X-2 Jakarta mempertahankan reputasi sekolah serta persepsi khalayak pada reputasi sekolah SMK Kartika X-2 Jakarta yakni wali murid terhadap kegiatan-kegiatan atau aktifitas *marketing public relation* SMK Kartika X-2 Jakarta. Penelitian ini menggunakan paradigma post positivisme, metode penelitian studi kasus dengan jenis penelitian yang digunakan kualitatif.

Dalam penulisan tesis ini penulis menggunakan model kegiatan *marketing public relation* Philp Kolter dan model PENCILS dari Rosady Ruslan yang di aplikasikan oleh *marketing public relation* SMK Kartika X-2 Jakarta dalam mempertahankan reputasi dan juga menggunakan teori reputasi Fomburn yang dilihat dari sisi eksternal yakni *Reliability* (keterandalan dimata konsumen) dan *Social Responsibility* (tanggung jawab social) untuk mengetahui persepsi khalayak yakni wali murid terhadap reputasi SMK Kartika X-2 Jakarta

Adapun hasil penelitian didapatkan bahwa strategi *marketing public relation* SMK Kartika X-2 Jakarta dalam mempertahankan reputasi sekolah selama 7 tahun terakhir ini melalui kegiatan-kegiatan marketing public relation yaitu *publication, inform or image, sponsorship, event ,public service activities* dan *social responsibility* yang selalu mendapat dukungan yang sangat baik dari orang tua, masyarakat sekitar, badan usaha industry serta siswa . *Marketing public relation* SMK Kartika X-2 Jakarta selalu menciptakan kreatifitas dalam kegiatannya untuk mempertahankan reputasi SMK Kartika X-2 Jakarta.

Kata kunci : Strategi, marketing, *public relation*, reputasi.

## ABSTRACT

This thesis analyzes strategic marketing public relations SMK Kartika X-2 Jakarta maintaining the reputation of the school as well as public perceptions on the reputation of the school SMK Kartika X-2 Jakarta namely parents to the activities of public relations or marketing activities SMK Kartika X-2 Jakarta. This study uses the paradigm of post-positivism, a method of case studies with the type of research is qualitative. In this thesis the author using the activities of marketing public relations Philip Kotler and models pencils of Rosady Ruslan applied by marketing public relations SMK Kartika X-2 Jakarta in maintaining the reputation and also uses the theory of reputation Fomburn viewed from the external side is Reliability (reliability the eyes of consumers) and social responsibility (corporate social responsibility) to determine the public perception that parents have the reputation of SMK Kartika X-2 Jakarta. The results of the research found that the strategy of marketing public relations SMK Kartika X-2 Jakarta in maintaining the reputation of the school over the last 7 years through the activities of marketing public relations, namely publication, inform or image, sponsorship, events, public service activities and social responsibility are always received excellent support from parents, communities, industry enterprises and students. Marketing public relations SMK Kartika X-2 Jakarta always create creativity in activities to maintain the reputation of SMK Kartika X-2 Jakarta.

Keywords: strategy, marketing, public relations, reputation.

