



UNIVERSITAS MERCU BUANA JAKARTA
FAKULTAS ILMU KOMUNIKASI
BIDANG STUDI PUBLIC RELATIONS

Nama : Vrendi Witoko
NIM : 44214110025
Judul : Aktivitas Marketing Public Relations Dalam Membangun Brand Positioning di PT Foods Beverages Indonesia (Studi Pada Promosi Minuman di Chatime Setia Budi One Jakarta)
Daftar Pustaka : 5 bab 104 hal + lampiran + 36 Buku (1985 – 2017)

Abstrak

Dalam peta persaingan yang ketat perusahaan diwakili oleh brand. Merek lah yang secara riil berhubungan dengan konsumen. Konsumen bukan terletak pada kemasan produk, tetapi dalam persepsi konsumen. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif, metode pengumpulan data primer dengan teknik wawancara mendalam, dan dokumentasi, sedangkan pengumpulan data sekunder dilakukan dengan cara mengumpulkan data melalui riset dan studi kepustakaan kemudian keabsahan data diuji melalui teknik triangulasi.

Hasil penelitian dari Aktivitas Marketing Public Relations Dalam Membangun Brand Positioning di PT Foods Beverages Indonesia dimata Konsumen, melalui Promosi Minuman di Chatime Setia Budi One Jakarta yang diterapkan tersebut berhasil membuat para konsumen untuk tetap membeli bahkan menjadikan minuman terfavorit serta mempertahankan hubungan baik antara PT. Foods Beverages Indonesia dengan para customernya, sehingga tercipta goodwill dan saling pengertian dari khalayak.

Kesimpulan Penelitian ini Setiap aktivitas Marketing Public Relations mempunyai dampak yg positif serta negatif dalam hal promosi yang di selenggarakan dampak positif yang tersebut harus mampu dipertahankan guna membuat Brand Chatime semakin maju dan selalu mengembangkan inovasi nya sedangkan dampak – dampak negatif mengenai program yang dilaksanakan oleh sebab suatu hambatan yang ada harus segera mampu diatasi nya dengan baik demi mencapai suatu kepuasan pelanggan atau pembeli untuk dapat selalu menikmati chatime dengan have fun dan rasa nyaman.



MERCU BUANA JAKARTA UNIVERSITY
FACULTY OF COMMUNICATION
FIELD OF STUDY PUBLIC RELATIONS

Name : Vrendi Witoko
NIM : 44214110025
Title : Marketing Public Relations Activities In Building Positioning Brands In PT. PT Foods Beverages Indonesia (Study on Beverage Promotion at Chatime Setiabudi One Jakarta)
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Abstract

In a map of intense competition the company is represented by a brand. Brands are in real terms dealing with consumers. Consumers do not lie in product packaging, but in consumer perceptions. The method used in this study is descriptive qualitative, primary data collection methods with in-depth interview techniques, and documentation, while secondary data collection is done by collecting data through research and library studies and then the validity of the data is tested through triangulation techniques..

The results of the research from Marketing Public Relations Activities in Building a Brand Position at PT Foods Beverages Indonesia in the eyes of Consumers, through Drink Promotion at Chatime Setia Budi One Jakarta that was implemented successfully made consumers keep buying even making favorite drinks and maintaining good relations between PT. Foods Beverages Indonesia with its customers, so as to create goodwill and mutual understanding from the public.

Conclusion of this Research Every Public Relations Marketing activity has a positive and negative impact in terms of promotion which is held a positive impact that must be able to be maintained in order to make Brand Chatime more advanced and always develop its innovations while the negative impacts of the program are carried out because of a cause existing obstacles must be able to overcome them immediately in order to achieve a customer or buyer satisfaction to be able to always enjoy the chatime by having fun and comfort.