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Strategi Marketing Public Relations Pegipegi Dalam Mempertahankan Loyalitas Pelanggan

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Bibliografi : 35 Buku + 7 Jurnal + 5 Web

ABSTRAK

Pegipegi (*PT. Go Online Destination*) merupakan salah satu biro perjalanan (*Online Travel Agent*) di Indonesia, banyak pesaing Agent Tour & Travel di Indonesia seperti, Traveloka, Tiket.com, KAI access, Mister Aladin. Adanya persaingan yang sangat ketat, membuat perusahaan berlomba-lomba melakukan berbagai strategi untuk menarik para konsumen, hal ini membuka peluang yang sangat luas bagi para masyarakat untuk mendapatkan produk/jasa yang sesuai dengan keinginan dan kebutuhan mereka. membuat Pegipegi harus memiliki strategi yang berbeda dengan para pesaingnya untuk menarik, mempertahankan Loyalitas Pelanggan.

Penelitian ini bertujuan untuk mengetahui Strategi *Marketing Public Relations* Pegipegi dalam mempertahankan loyalitas pelanggan. Penelitian ini menggunakan landasan teori menurut Thomas L haris yang menjelaskan bahwa melakukan Strategi *Marketing Public Relations*. yaitu : taktik pull strategy, push strategy, pass strategy.

Metode yang digunakan dalam penelitian ini adalah studi kasus dengan melakukan wawancara kepada enam narasumber, paradigma yang digunakan adalah konstruktivis, dengan pendekatan deskriptif kualitatif.

Hasil penelitian ini mendapatkan bahwa Pegipegi melakukan berbagai kegiatan Strategi *Marketing Public Relations*. Seperti Push Strategy: bekerja sama dengan perusahaan perbankan, Produk dan Brand terkait, Pull Strategy: mengadakan event, konferensi Pers, dan publikasi di media social seperti, facebook, Instagram, Twitter, Pass Strategy: melakukan CSR, dan program PepePoint Reward

Kata Kunci : Strategi , Marketing Public Relations, Loyalitas Pelanggan



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Pegipegi Marketing Public Relations Strategy in Maintaining Customer Loyalty
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ABSTRACT

Pegipegi (PT. Go Online Destination) is one of the travel agents (Online Travel Agent) in Indonesia, many competitors are Agent Tour & Travel in Indonesia such as Traveloka, Tiket.com, KAI access, Mister Aladin. The existence of very tight competition, making companies compete to carry out various strategies to attract consumers, this opens up a very wide opportunity for the community to get products/services that suit their wants and needs. make Pegipegi must have a different strategy with its competitors to attract, maintain Customer Loyalty.

This study aims to determine Pegipegi Public Relations Marketing Strategy in maintaining customer loyalty. This research uses a theoretical basis according to Thomas L. Harris which explains that doing a Public Relations Marketing Strategy. namely: pull strategy tactics (interesting), push strategy (to encourage). And the third tactic, pass strategy.

The method used in this study is a case study by conducting interviews with six sources of paradigm used are constructivists, with a qualitative descriptive approach.

The results of this study found that Pegipegi carried out various activities of the Public Relations Marketing Strategy. Like Push Strategy: working with banking companies in Indonesia, Pull Strategy: holding events, press conferences and publications on social media such as Facebook, Instagram, Twitter, Pass Strategy: doing CSR, and the PepePoint Reward program

Keywords: Strategy, Marketing Public Relations, Customer Loyalty