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 Implementasi Marketing Public Relations Dalam Memperkenalkan Brand Kopi Toku
 Kepada Mahasiswa Baru Angkatan Tahun 2019 Universitas Mercubuana Meruya

ABSTRAK

Penelitian ini terinspirasi karna banyaknya perkembangan *coffee shop* di Indonesia untuk merubah persepsi khalayak agar mengenal *brand* perusahaan memang cukup sulit, maka dari itu perusahaan harus memiliki strategi yang baik untuk merubahnya, sehingga diharapkan dapat terus bersaing sesuai dengan perkembangannya. Masuknya bidang PR ke dalam marketing, karena peningkatan kebutuhan dan ketertarikan untuk mempersuasif konsumen, lalu meluasnya informasi produk/jasa karena banyaknya kegiatan promosi yang dilakukan *Marketing Public Relations*.

Keberadaan seorang marketing pada perusahaan sangat di butuhkan. Marketing bukan hanya sekedar memfokuskan satu arah arus informasi, ia juga memiliki fungsi lain yaitu membantu memperkenalkan *brand* perusahaan dengan mengimplementasikan pada strategi yang diharapkan, dapat berpengaruh positif terhadap masyarakat luas.

Fokus penelitian ini terletak pada bagaimana implementasi konsep dan strategi *marketing public relations* yang dilakukan oleh Kopi Toku. Serta Alasan- alasan strategi itu diimplementasikan dalam memperkenalkan brand Kopi Toku, sehingga mereka mengenal *brand* Kopi Toku. Fokus dan tujuan penelitian untuk mengetahui bagaimana kegiatan *Marketing Public Relations* yang di lakukan pihak *Public Relations* Kopi Toku. Berdasarkan fokus penelitian maka identifikasi masalah dalam penelitian ini adalah bagaimana implementasi *Marketing Public Relations* dalam memperkenalkan *brand* Kopi Toku kepada mahasiswa baru Universitas Mercubuana kampus Meruya. Penelitian ini menggunakan pendekatan kualitatif pada paradigma post-postivistik dengan metode studi kasus - deskriptif. Dimana data dikumpulkan melalui wawancara, analisis dokumen, untuk kemudian dianalisis, terhadap temuan-temuan diperoleh dalam penelitian.

Hasil penelitian menunjukkan strategi marketing yang dilakukan melalui *Push Strategy* (strategi mendorong), *Pull Strategy* (strategi menarik), *Pass Strategy* (strategi mempengaruhi) terbukti sangat efektif. Selain itu kunjungan-kunjungan kedalam lingkungan Universitas Mercubuana Meruya secara langsung sekaligus memperkenalkan *brand* Kopi Toku lalu mengajak untuk datang langsung ke kedai Kopi Toku agar bisa belajar meracik kopi sendiri serta dapat edukasi pengetahuan tentang kopi, mendapat diskon khusus ternyata banyak diminati oleh mahasiswa / mahasiswi. Untuk melihat efektifitas implementasi oleh *marketing public relations* dapat diukur dengan peningkatan *enthusias* mahasiswa / mahasiswi yang datang dan mengenal brand Kopi Toku.

Kata Kunci: *Marketing Public Relations, Brand, Public Relation.*



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ABSTRACT

This research was inspired because of the many developments in coffee shops in Indonesia to change public perception in order to recognize the company's brand is quite difficult, therefore companies must have a good strategy to change it, so that it is expected to continue to compete in accordance with its development. The entry of the public relations field into marketing, due to the increasing need and interest to persuade consumers, then the expansion of product / service information because of the many promotional activities undertaken by Marketing Public Relations.

The existence of a marketing in the company is needed. Marketing is not just focusing on one-way flow of information, it also has another function which is to help introduce a company's brand by implementing the expected strategy, which can have a positive effect on the wider community.

The focus of this research lies in how the implementation of public relations marketing concepts and strategies carried out by Kopi Toku. And the reasons for the strategy were implemented in introducing the Kopi Toku brand, so that they were familiar with the Kopi Toku brand. The focus and purpose of the study was to find out how the Public Relations Marketing activities carried out by the Toku Coffee Public Relations. Based on the focus of the study, the identification of the problem in this study is how the implementation of Marketing Public Relations in introducing the Kopi Toku brand to new students at the Mercubuana University Meruya campus. This study uses a qualitative approach to the post-positivist paradigm with a case study method - descriptive. Where data is collected through interviews, document analysis, and then analyzed, the findings obtained in research.

The results showed the marketing strategy carried out through Push Strategy (push strategy), Pull Strategy (attractive strategy), Pass Strategy (strategy influence) proved to be very effective. In addition, visits to the Mercubuana Meruya University environment directly while introducing the Kopi Toku brand and then inviting them to come directly to the Toku Coffee shop so they can learn to mix their own coffee and be able to educate themselves about coffee, get special discounts are in great demand by students. To see the effectiveness of implementation by marketing public relations can be measured by increasing enthusiasm of students who come and get to know the Kopi Toku brand.

Keywords: *Marketing Public Relations, Brand, Public Relation.*