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Public Relations Strategy in Maintaining Customer Loyalty During the Covid-19 Pandemic (Study at Pacific Place Mall Jakarta in 2021).

Bibliography: 5 Bab + viii + 80 Page + 2 Attachment + 28 Book + 4 Journal + 3 Essay + 4 Website

ABSTRACT

This thesis is entitled "Public Relations Strategy in Maintaining Customer Loyalty During the Covid-19 Pandemic" with the **background of the problem** of the corona virus pandemic having a significant impact on various aspects of people's lives, many public facilities are closed due to the implementation of temporary social restrictions, the Mall is one of the identical shopping places with community life in the metropolitan area. Pacific Place Mall Jakarta, before the covid-19 pandemic this shopping center was set up as the best retail outlet in Jakarta. This study **aims** to determine the Pacific Place Mall public relations strategy in maintaining customer loyalty during the covid-19 pandemic. This study uses the theory of public relations strategy according to Firsan Nova and the principle of public relations strategy according to Cutlip. To achieve this goal, this **research method** uses descriptive qualitative research about the state of the object systematically and accurately based on facts and information collected in the field in detail about how the Pacific Place Mall public relations strategy maintains customer loyalty during the covid-19 pandemic. **The results** of this study indicate that the public relations strategy in maintaining customer loyalty is to use the strategy of publication, news, corporate identity, and community involvement. The principle of the strategy used is evaluation. Evaluation carried out by Pacific Place Mall, namely, having an indication of customer satisfaction by conducting customer surveys and also tenant surveys conducted twice a year. Indications serve as a benchmark for the strengths and weaknesses of the Pacific Place Mall Jakarta.

Keywords: Public Relations, Public Relations Strategy, Covid-19 Pandemi, Customer Loyalty.



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Strategi *Public Relations* Dalam Mempertahankan Loyalitas Pelanggan di Masa Pandemi Covid-19 (Studi Pada Mall Pacific Place Jakarta Tahun 2021).
Bibliografi : 5 Bab + viii + 80 Halaman + 2 Lampiran + 28 Buku + 4 Jurnal + 3 Skripsi + 4 Website

ABSTRAK

Skripsi ini berjudul “Strategi *Public Relations* Dalam Mempertahankan Loyalitas Pelanggan Di Masa Pandemi Covid-19” dengan **latar belakang masalah** pandemi virus corona berdampak signifikan di berbagai aspek kehidupan masyarakat, banyak fasilitas umum yang ditutup karena diberlakukannya pembatasan sosial sementara, Mall salah satu tempat berbelanja identik dengan kehidupan masyarakat di wilayah metropolitan. Mall Pacific Place Jakarta, sebelum pandemi covid-19 pusat perbelanjaan ini ditata sebagai gerai ritel terbaik di Jakarta. Penelitian ini **bertujuan** untuk mengetahui strategi *public relations* Mall Pacific Place dalam mempertahankan loyalitas pelanggan di masa pandemic covid-19. Penelitian ini menggunakan teori strategi *public relations* menurut Firsan Nova dan prinsip strategi *public relations* menurut Cutlip. Untuk mencapai tujuan tersebut, maka **metode penelitian** ini menggunakan jenis penelitian deskriptif kualitatif tentang keadaan objek secara sistematis dan akurat berdasarkan fakta dan informasi yang di kumpulkan di lapangan secara terperinci mengenai bagaimana strategi *public relations* Mall Pacific Place dalam mempertahankan loyalitas pelanggannya di masa pandemi covid-19. **Hasil penelitian** ini menunjukkan bahwa strategi *public relations* dalam mempertahankan loyalitas pelanggan yaitu menggunakan strategi *publication, news, corporate identity, dan community involvement*. Adapun prinsip strategi yang digunakan yaitu evaluasi, Evaluasi yang dilakukan oleh Mall Pacific Place yaitu, mempunyai indikasi kepuasan pelanggan dengan melakukan survey pelanggan dan juga survey *tenant* yang dilakukan dua kali dalam satu tahun. Indikasi berfungsi sebagai tolak ukur kekurangan dan kelbihan dari Mall Pacific Place Jakarta.

Kata Kunci : *Public Relations, Strategi Public Relations, Pandemi Covid-19, Loyalitas Pelanggan.*