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Strategi Marketing Public Relations PT. Exertainment Indonesia Dalam Meningkatkan Pelanggan Baru Celebrity Fitness Pondok Indah Mall Jakarta Selatan

Bibliografi : 5 Bab 117 hal + Lampiran + 21 bahan buku + 4 Internet

### ABSTRAK

PT. Exertainment Indonesia dengan merek Celebrity Fitness mempertahankan dan meningkatkan pangsa pasar dengan menerapkan strategi jitu hasil dari evaluasi pasar, pesaing, dan kepuasan pelanggan. Salah satu cara yang digunakan dengan strategi Marketing Public Relations. Public Relations Celebrity Fitness mengoptimalkan peran dan fungsinya serta strategi-strategi yang di jalankan dalam usahanya membantu kegiatan pemasaran dalam meningkatkan minat pelanggan.

Dalam penelitian ini menggunakan landasan teori Rosady Ruslan. Terdapat tiga konsep pendekatan strategi Marketing Public Relations yaitu Push, Pull dan Pass. Penelitian ini menggunakan paradigma konstruktivis dengan metode penelitian Kualitatif dalam penelitian ini digunakan Studi Kasus yang dilakukan melalui wawancara mendalam kepada narasumber dengan hasilnya berupa transkrip wawancara. Data dituangkan dalam bentuk tulisan, dianalisis agar dapat memberikan gambaran, menginterpretasikan objek yang diteliti sehingga data dapat tersaji secara sistematis dan factual dengan mengeksplorasi teori yang relevan untuk selanjutnya menarik kesimpulan atas temuan penelitian.

Hasil penelitian ini strategi Marketing Public Relations PT. Exertainment Indonesia dalam meningkatkan pelanggan baru Celebrity Fitness Pondok Indah Mall Jakarta Selatan menggunakan strategi Push (mendorong) dan Pull (menarik) yang lebih dominasi yakni dimana di dalam meningkatkan pelanggan baru Celebrity Fitness mengadakan kompetisi mendapatkan tubuh ideal dan memberikan promo-promo agar menarik minat pelanggan. Dalam kegiatan promosi menggunakan media sosial, website dan berinteraksi langsung dengan pelanggan, dengan mengadakan event dan membuka stand di Mall, hal ini dilakukan agar kegiatan promosi menjadi lebih efektif demi mencapai tujuan perusahaan. Celebrity Fitness juga berperan dalam melakukan spesial event dan berkerja sama dengan perusahaan juga public figuer di Indonesia. Selain itu, strategi Pass (mendorong) yang dilakukan PT. Exertainment Indonesia untuk mempengaruhi atau menciptakan opini publik adalah dengan penghargaan Top 3 Netizen Choice in Fitness Center Category.

Kata Kunci : Strategi Marketing Public Relations, Meningkatkan, Pelanggan, Celebrity Fitness



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Public Relations Marketing Strategy of PT. Exertainment Indonesia in Enhancing New Customers of Celebrity Fitness Pondok Indah Mall, South Jakarta

Bibliography: 5 Chapter 117 pages + Appendix + 21 book materials + 4 Internet

### **ABSTRACT**

PT. Exertainment Indonesia with the Celebrity Fitness brand maintains and increases market share by implementing accurate strategies resulting from market evaluations, competitors, and customer satisfaction. One way to use the Public Relations Marketing strategy. Public Relations Celebrity Fitness optimizes its role and function as well as strategies implemented in its efforts to help marketing activities in increasing customer interest.

In this study uses the basis of Rosady Ruslan's theory. There are three concept approaches to the Marketing Public Relations strategy, namely Push, Pull and Pass. This study uses a constructivist paradigm with qualitative research methods in this study used a case study conducted through in-depth interviews with informants with the results in the form of interview transcripts. Data is written down, analyzed so that it can provide a picture, interpret the object under study so that the data can be presented systematically and factually by exploring relevant theories to further draw conclusions on research findings.

The results of this study PT. Exertainment Indonesia in increasing new customers Celebrity Fitness Pondok Indah Mall South Jakarta uses the more dominant Push and Pull strategy where in increasing new customers Celebirty Fitness holds competitions to get an ideal body and provide promos to attract customer interest . In promotional activities using social media, websites and interacting directly with customers, by holding events and opening stands at the Mall, this is done so that promotional activities become more effective in order to achieve company goals. Celebrity Fitness also plays a role in conducting special events and working with companies as well as public figuers in Indonesia. In addition, the Pass strategy carried out by PT. Exertainment Indonesia to influence or create public opinion is with the Top 3 Netizen Choice award in the Fitness Center Category.

Keywords: Public Relations Marketing Strategy, Improving, Customers, Celebrity Fitness