

ABSTRAK

Nama : Dwi Ratnasari
NIM : 44219110205
Program Studi : Ilmu Komunikasi
Judul Laporan Skripsi : Strategi *Marketing Public Relations* PT Astellas Pharma Indonesia Dalam Mempertahankan Loyalitas Pelanggan.

Persaingan bisnis dan perdagangan industri farmasi di Indonesia saat ini semakin kompetitif banyak produk-produk kompetitor yang bermunculan dan berdampak kepada penurunan loyalitas pelanggan Astellas. Untuk mencapai sebuah keberhasilan dalam persaingan yang ketat ini, diperlukan kegiatan yang dapat menjalin hubungan baik, mengkomunikasikan keunggulan produk dan layanan perusahaan Astellas untuk mempertahankan loyalitas pelanggan agar pelanggan tidak beralih ke produk serta layanan dari perusahaan lain. Tujuan dari penelitian ini adalah untuk mengetahui Strategi *Marketing Public Relation* yang dilakukan PT Astellas Pharma Indonesia Dalam Mempertahankan Loyalitas Pelanggan.

Penelitian ini menggunakan Empat proses pokok *Public relations* menurut *Cutlip & Center* yang terdiri dari *Defining Problem, Planning and Programming, Taking Action & Communicating* serta *Evaluating the program*. serta menggunakan konsep *Maketing Public Relations* yakni *Three Ways Strategy* menurut *Kotler* yaitu *push, pull* dan *pass* untuk mengetahui Strategi *Marketing Public Relations* dalam mempertahankan loyalitas pelanggan. Dalam penelitian ini metode yang digunakan adalah studi kasus dengan pendekatan kualitatif serta paradigma konstruktivisme.

Hasil temuan penelitian ini adalah Strategi *Push, Pull* dan *Pass* yang dilakukan oleh *Product Manager* dan *Medical Representative* PT Astellas Pharma Indonesia dalam mempertahankan loyalitas pelanggan adalah melakukan aktivitas *Customer Relations face to face* seperti kunjungan rutin kepada 8 pelanggan setiap hari dengan pendukung publikasi brosur, flyer, dan Slide Produk di Ipad. Serta melakukan aktivitas event seperti *Round Table Discussion, Focus Group Discussion, Product Presentation, Webinar, Symposium Nasional, HCO Grant, Sponsorship* dan *CSR*.

Kata Kunci: Farmasi, *Public Relations*, Strategi *Marketing Public Relations*, Loyalitas Pelanggan.

ABSTRACT

Name : Dwi Ratnasari
NIM : 44219110205
Study Program : Communication Studies
Title of Thesis Report : Marketing Public Relations Strategy of PT Astellas Pharma Indonesia in Maintaining Customer Loyalty

Competition in the business and trade of the pharmaceutical industry in Indonesia is currently increasingly competitive, many competing products have emerged and have had an impact on decreasing Astellas customer loyalty. To achieve success in this intense competition, activities are needed that can establish good relations, communicate the superiority of the Astellas company's products and services to maintain customer loyalty so that customers do not switch to products and services from other companies. The aim of this research is to find out the Marketing Public Relations Strategy implemented by PT Astellas Pharma Indonesia in Maintaining Customer Loyalty.

This study uses the four main processes of Public Relations according to Cutlip & Center which consist of Defining Problems, Planning and Programming, Taking Action & Communicating and Evaluating the program. as well as using the concept of Marketing Public Relations, namely the Three Ways Strategy according to Kotler, namely push, pull and pass to find out the Marketing Public Relations Strategy in maintaining customer loyalty. In this study the method used is a case study with a qualitative approach and constructivism paradigm.

The findings of this study are the Push, Pull and Pass Strategy carried out by the Product Manager and Medical Representative of PT Astellas Pharma Indonesia in maintaining customer loyalty by conducting face-to-face Customer Relations activities such as routine visits to 8 customers every day with supporting publication of brochures, flyers, and Swipe Products on Ipad. As well as carrying out event activities such as Round Table Discussions, Focus Group Discussions, Product Presentations, Webinars, National Symposiums, HCO Grants, Sponsorship and CSR.

Keywords: *Pharmacy, Public Relations, Public Relations Marketing Strategy, Customer Loyalt*