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Strategi Marketing Public Relations PT. Performance Auto Centre (Mazda Puri)
Dalam Mempertahankan Loyalitas Pelanggan

Jumlah Halaman : 92 Halaman + ix + 4 Lampiran

Bibliografi : 16 Buku + 5 Jurnal + 4 Web

ABSTRAK

PT. Performance Auto Centre (Mazda Puri) sebagai objek penelitian merupakan salah satu perusahaan yang bergerak dibidang otomotif roda empat. Banyaknya kompetitor baik dari dealer Mazda yang lain maupun kompetitor dari *brand* lain, membuat perusahaan berlomba-lomba melakukan berbagai strategi untuk dapat menarik konsumen. Hal itu dibangun melalui pelayanan yang diberikan perusahaan dengan sebaik mungkin serta dapat memenuhi kebutuhan para pelanggan, sehingga dapat mempertahankan loyalitas pelanggan.

Penelitian ini dilakukan dengan tujuan untuk mengetahui Strategi *Marketing Public Relation* dalam Mempertahankan Loyalitas pelanggan PT. Performance Auto Centre (Mazda Puri). Penelitian ini menggunakan pendekatan kualitatif deskriptif dan menggunakan paradigma konstruktivis.

Metode yang digunakan dalam penelitian ini adalah studi kasus dengan teknik pengumpulan data melalui studi kepustakaan dan wawancara yang dilakukan kepada *keyinforman* dan *informan* yang berjumlah lima orang.

Hasil penelitian ini dapat menunjukkan bahwa Mazda Puri melakukan berbagai kegiatan Strategi *Marketing Public Relation* Seperti *Pull Strategy*: mengadakan *special event* dan sponsorship, *Push Strategy*: Email dan whatsapp sebagai media komunikasi, serta publisitas di media sosial melalui Instagram dan Facebook dan juga media cetak, seperti tabloid dan *standing banner*, *Pass Strategy*: mengadakan kegiatan *gathering* para komunitas yang tercipta diantara para pelanggan Mazda.

Kata Kunci: Strategi, *Marketing Public Relation*, Loyalitas Pelanggan



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Marketing Public Relations Strategy PT. Performance Auto Center (Mazda Puri) in Maintaining Customer Loyalty

A number of pages : 92 Pages + ix + 4 Attachment

Bibliography : 16 Books + 5 Journals + 4 Webs

ABSTRACT

PT. Performance Auto Center (Mazda Puri) as the object of research is one of the companies engaged in the four-wheeled automotive sector. A large number of competitors, both from other Mazda dealers and competitors from other brands, makes the company compete in implementing various strategies to be able to attract consumers. This is built through the services provided by the company as well as possible and can meet the needs of customers, to maintain customer loyalty.

This research was conducted to know the Marketing Public Relations Strategy in Maintaining Customer Loyalty of PT. Performance Auto Center (Mazda Puri). This study uses a descriptive qualitative approach and uses a constructivist paradigm.

The method used in this study was a case study with data collection techniques through literature studies and interviews conducted with five key informants and informants.

The results of this study can indicate that Mazda Puri carries out various Public Relations Marketing Strategy activities such as Pull Strategy: holding special events and sponsorships, Push Strategy: Email and WhatsApp as communication media, as well as publicity on social media through Instagram and Facebook and also print media, such as tabloids and standing banners, Pass Strategy: holding community gathering activities created among Mazda customers.

Keywords: Strategy, Marketing Public Relations, Customer Loyalty