



Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Public Relations
Ela Nurlailasari
44215320016

Aktivitas Marketing Public Relations dan Peran Customer Relations Mayana33 Store Dalam Mempertahankan Loyalitas Pelanggan
Bibliografi : 5 bab 86 hal + lampiran + 24 buku + 7 jurnal

ABSTRAK

Marketing Public Relations adalah sebuah proses perencanaan dan pengevaluasian program yang merangsang penjualan dan pelanggan. Salah satu aktivitas Marketing Public Relations adalah melakukan Publikasi dan melakukan kegiatan layanan sosial. Hal ini pun yang dilakukan Mayana33 Store untuk mempertahankan usahanya agar pelanggan merasa loyal. Selain itu peran customer relations dalam mempertahankan loyalitas pelanggan adalah dengan memberi pelayanan sebaik mungkin.

Pada penelitian ini akan dibahas mengenai bentuk- bentuk aktivitas Marketing Public Relations yang ada dilingkungan Mayana33 Store dan Bagaimana aktivitas dan peran customer relations tersebut dapat mempertahankan loyalitas pelanggan.

Penelitian kualitatif ini menggunakan paradigma post-positivistik dan akan dibahas dengan metode penelitian studi kasus berdasarkan hasil wawancara mendalam dengan beberapa informan dan dokumentasi serta data yang mendukung penelitian.

Hasil penelitian ini dapat diketahui bahwa kegiatan marketing public relations yang dilakukan yang mencakup publikasi di website, kegiatan sosial mulai dari pen- sponshoran, renovasi rumah ibadah, serta memberi kesempatan kepada siswa SMK untuk terjun di dunia prakerin hingga memberi bantuan barang-barang untuk praktek *networking* kepada pihak sekolah serta peran customer relations yaitu memberikan pelayanan terbaik untuk para customer dan memberikan kemudahan pembayaran saat bertransaksi.

Kata kunci : *Marketing Public Relations, Customer Relations, Loyalitas Pelanggan*



Mercu Buana University
Faculty of Communication
Field of Public Relations Studies
Ela Nurlailasari
44215320016

Public Relations Marketing Activities and the Role of Mayana33 Store Customer Relations in Maintaining Customer Loyalty

Bibliography: 5 chapters 86 pages + attachment + 24 books + 7 journals

ABSTRACT

Marketing Public Relations is a process of planning and evaluating programs that stimulate sales and customers. One of the Marketing Public Relations activities is to publicize and conduct social service activities. This is also what Mayana33 Store does to maintain its business so that customers feel loyal. In addition, the role of customer relations in maintaining customer loyalty is to provide the best service possible.

This research will discuss the types of Marketing Public Relations activities in the Mayana33 Store environment and how these customer relations activities and roles can maintain customer loyalty.

This qualitative research uses the post-positivistic paradigm and will be discussed with the case study research method based on the results of in-depth interviews with several informants and documentation as well as data that supports the research.

The results of this study can be seen that marketing public relations activities carried out include covers, publications on the website, social activities ranging from sponsorship, renovation of houses of worship, as well as providing opportunities for vocational students to engage in the world of machineries to provide goods for practice networking to schools and the role of customer relations, namely providing the best service for customers and providing payment convenience when making transactions.

Keywords: Marketing Public Relations, Customer Relations, Customer Loyalty