



UNIVERSITAS
MERCU BUANA Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Public Relations
Calista Pembayun Kristin Nugraeni
44216120085

Bibliografi : 5 Bab + 141 Halaman + 24 Buku + 5 Jurnal + 4 Internet

Peran Marketing Public Relation Di PT. Lion Express (Lion Parcel) Dalam Mendukung Loyalitas Pelanggan.

ABSTRAK

Perusahaan jasa pengiriman bersaing untuk memberikan pelayanan yang terbaik kepada pelanggannya. Perusahaan pengiriman menawarkan layanan yang bervariasi. Hal ini membuat persaingan antar perusahaan semakin ketat sehingga diperlukan peran *marketing public relation* untuk mengatasi persaingan tersebut dan menjadikan mereka pilihan utama pelanggan. Demi memenuhi kebutuhan pengiriman barang, saat ini banyak perusahaan jasa pengiriman barang yang terus berkembang dan bersaing untuk merebut pasar. Salah satu diantaranya adalah PT. Lion Express (Lion Parcel). Penelitian ini bertujuan untuk mengetahui bagaimana peran marketing public relation di PT. Lion Express (Lion Parcel) dalam mendukung loyalitas pelanggan.

Pada Penelitian ini menggunakan teori Three Ways Strategy menurut Kotler terdapat tiga bentuk yang digunakan, antara lain: Push Strategy, Pull Strategy dan Pass Strategy dalam peran Marketing Public Relation dalam mendukung loyalitas pelanggan.

Penelitian ini menggunakan paradigma post-positivis dengan metode deskriptif kualitatif, dan teknik pengumpulan data melalui metode wawancara secara mendalam, publikasi dan informasi yang didapatkan melalui internet. Pemeriksaan keabsahan menggunakan Triangulasi sumber.

Kesimpulan yang dapat diambil dari hasil penelitian ini bahwa Marketing Public Relations PT. Lion Express (Lion Parcel) menerapkan teori Three Ways Strategy dalam menjalankan perannya dalam mendukung loyalitas pelanggan, yang terdiri dari tiga elemen, Push Strategy, Pull Strategy dan Pass Strategy. Berdasarkan ketiga element dalam teori Three Ways Strategy, elemen yang paling sering digunakan adalah Push Strategy dan Pull Strategy. Sedangkan elemen yang jarang dilakukan oleh perusahaan itu adalah Pass Strategy.

Kata Kunci : Marketing Public Relations, Peran Marketing Public Relations, Ekspedisi, Loyalitas Pelanggan



UNIVERSITAS
MERCU BUANA University Of Mercu Buana
Faculty of Communication Science

Public Relations

Calista Pembayun Kristin Nugraeni

44216120085

Bibliografi : 5 Chapters+ 141 Pages+ 24 Book + 5 Journal + 4 Internet

The Role Of Marketing Public Relations At PT. Lion Express (Lion Parcel) In Support Of Customer Loyalty.

ABSTRACT

Shipping companies compete to provide the best service to their customers. Shipping companies offer a variety of services. This makes the competition between companies tighter so that the role of marketing public relations is needed to overcome this competition and make them the first choice of customers. In order to meet the needs of shipping goods, currently many freight forwarding companies continue to grow and compete to capture the market. One of them is PT Lion Express (Lion Parcel). This research aims to find out how the role of marketing public relations at PT Lion Express (Lion Parcel) in supporting customer loyalty.

In this study using the Three Ways Strategy theory according to Kotler, there are three forms used, including: Push Strategy, Pull Strategy and Pass Strategy in the role of Marketing Public Relations in supporting customer loyalty.

This research uses a post-positivist paradigm with qualitative descriptive methods, and data collection techniques through in-depth interview methods, publications and information obtained through the internet. Validity checks using source triangulation.

The conclusion that can be drawn from the results of this study is that Marketing Public Relations of PT Lion Express (Lion Parcel) applies the Three Ways Strategy theory in carrying out its role in supporting customer loyalty, which consists of three elements, Push Strategy, Pull Strategy and Pass Strategy. Based on the three elements in the Three Ways Strategy theory, the most frequently used elements are Push Strategy and Pull Strategy. While the element that is rarely done by the company is Pass Strategy.

Keywords: Marketing Public Relations, The Role of Marketing Public Relations, Expedition, Customer Loyalty