

## ABSTRAK

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Program Studi : Ilmu Komunikasi  
Judul Laporan Skripsi : Pendekatan *Public Relations* Dalam Membangun *Brand Awareness* Melalui Media Sosial [Instagram@aw.case](#)  
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Seiring semakin kompetitifnya persaingan bisnis di sektor aksesoris produk *casing* hp, maka diperlukan suatu pendekatan *public relations* yang efektif guna membangun *brand awareness* target sarannya. Terlebih lagi, target sasaran dari produk *casing* hp merek aw.case merupakan anak muda khususnya remaja putri yang ingin tampil trendi maka dibutuhkan media yang tepat yakni Instagram. Kini media sosial Instagram telah banyak dimanfaatkan pebisnis untuk mempersuasi target sarannya guna membangun *brand awareness*. Berdasarkan uraian latar belakang maka penelitian ini mengangkat judul Pendekatan *Public Relations* Dalam Membangun *Brand Awareness* Melalui Media Sosial *Instagram@aw.case*.

Konsep yang digunakan dalam penelitian ini yakni konsep *engagement followers* pada media sosial Instagram

Penelitian ini menggunakan paradigma konstruktivisme dengan metode penelitiannya deskriptif kualitatif. Penelitian melibatkan tiga narasumber dan pengumpulan data melalui wawancara mendalam. Metode analisis data kualitatif menggunakan reduksi data, penyajian data, kesimpulan. Teknik keabsahan data menggunakan teknik triangulasi sumber dan teori.

Hasil penelitian dan simpulan menunjukkan bahwa pendekatan *push* dari *public relations* yakni memberikan promo harga, *bundling*, mensponsori kegiatan *event* pada acara webinar “Kiat Menulis Skripsi Berkualitas”, memposting digital konten di fitur IGTV, *stories*, dan *feeds* di Instagram. Selanjutnya, pendekatan *pull* yang dilakukan yakni membuat digital konten engan menampilkan *casing design limited edition* lalu diposting di fitur *stories* dan *feeds* Instagram guna menarik perhatian khalayak online dan sekaligus menarik (*pull*) permintaan konsumen untuk melakukan tindakan pembelian, memasang iklan berbayar di Instagram dengan membuat promo 11.11, memberikan *free based* (memberi gratis gantungan kunci, pop socet, stiker, snack dll), dan program *giveaway*. Pendekatan *pass* yang dilakukan pemilik bisnis *casing* hp aw.case yakni menggunakan *influencer* untuk membantu menciptakan *image* positif pada produk *casing* hp aw.case sekaligus untuk membangun *brand awareness*.

Kata kunci : strategi, *marketing public relations*, *brand awareness*, media sosial, Instagram

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*Name* : Ana Komala Sintia Dewi  
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*Title Internship Report* : *Public Relations Approach in Building Brand Awareness Through Social Media [Instagram@aw.case](#)*  
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*As business competition in the cellphone cashing product accessories sector becomes increasingly competitive, an effective public relations approach is needed to build brand awareness of the target audience. Moreover, the target audience for the aw.case brand cellphone cashing products are young people, especially young women who want to look trendy, so the right media is needed, namely Instagram. Now, Instagram social media has been widely used by business people to persuade their targets to build brand awareness. Based on the background description, this research raises the title Public Relations Approach in Building Brand Awareness Through Social Media Instagram@aw.case.*

*The concept used in this research is the concept of follower engagement on Instagram social media.*

*This research uses a constructivist paradigm with descriptive qualitative research methods. The research involved three sources and data collection through in-depth interviews. The qualitative data analysis method uses data reduction, data presentation, conclusions. The data validity technique uses source and theory triangulation techniques.*

*The research results and conclusions show that the push approach from public relations is providing price promotions, bundling, sponsoring event activities at the webinar "Tips for Writing a Quality Thesis", posting digital content on the IGTV feature, stories and feeds on Instagram. Furthermore, the pull approach taken is to create digital content by displaying limited edition cashing designs and then posting them on Instagram's stories and feeds feature to attract the attention of online audiences and at the same time attract (pull) consumer demand to take purchasing action, placing paid advertisements on Instagram by creating promos. 11.11, providing free-based (giving free key chains, pop sockets, stickers, snacks, etc.), and giveaway programs. The pass approach taken by the owner of the aw.case cellphone cashing business is to use influencers to help create a positive image of the aw.case cellphone cashing product as well as to build brand awareness.*

*Keywords* : *strategy, marketing public relations, brand awareness, social media, Instagram*