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Strategi Marketing Public Relations Wall Street English dalam Membangun Brand Awareness Program Belajar Bahasa Inggris di Jakarta
111 Halaman + 24 Lampiran
47 buku + 2 Website

ABSTRAK

Penelitian ini berjudul Strategi Marketing Public Relations Wall Street English Dalam Membangun Brand Awareness Program Belajar Bahasa Inggris Di Jakarta, pada masa pandemic covid-19 sangat memberikan pengaruh besar bagi setiap sector bisnis usaha yang ada di dunia dan juga tepat nya di Indonesia. Pada masa covid-19 2020 – 2021 Wall Street English sebagai salah satu platform program belajar Bahasa Inggris yang cabangnya lebih banyak di Ibukota Jakarta ikut merasakan perubahan awalnya pada masa pandemic. Oleh karna itu penelitian ini fokus terhadap bagaimana Wall Street English Indonesia tetap mempertahankan dan membangun brand awareness di tengah-tengah masyarakat, dan juga strategi yang dilakukan pada masa pandemic covid-19 2020 – 2021.

Teori atau konsep yang digunakan adalah konsep strategi marketing public relations untuk mengetahui keberhasilan dalam membangun brand awareness program belajar Bahasa Inggris pada masa pandemic covid-19 2020 – 2021. Penelitian ini menggunakan tipe penelitian deskriptif kualitatif dengan metode studi kasus dengan Teknik pengumpulan data melalui dua macam cara, yakni pengumpulan data primer melalui wawancara mendalam (*indept interview*) dan pengumpulan data sekunder melalui hasil – hasil dokumentasi berbagai kegiatan dalam strategi marketing public relations untuk melihat pada hasil dalam membangun brand awareness program belajar Bahasa Inggris pada masa pandemic Covid-19 2020 – 2021.

Hasil penelitian ini telah memberikan hasol dan menunjukkan bahwa program belajar Bahasa Inggris pada Wall Street English Indonesia dalam membangun brand awareness nya telah memberikan hasil yang baik dalam eksistensi program belajar Bahasa Inggris pada masa pandemic covid-19 tahun 2020 -2021.

Kata Kunci : Strategi Marketing Public Relations, Brand Awareness, Pandemi Covid-19, Program Belajar Bahasa Inggris.

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ABSTRACT

The research examines Strategi Marketing Public Relations Wall Street English Dalam Membangun Brand Awareness Program Belajar Bahasa Inggris Di Jakarta (Marketing Strategy of Public Relations in Wall Street English to Develop Brand Awareness in English Teaching in Jakarta). The approach for this thesis is the impact of COVID-19 for business sector, especially in Jakarta. During the COVID-19 pandemic, between the year of 2020 to 2021 Wall Street English as one of many English learning platforms in Indonesia with four locations in Jakarta have been enjoying the positive growth during the pandemic, therefore this thesis is mainly focus on how Wall Street English Indonesia maintain and build its brand awareness and also the strategies they use to be the leader in the market during the COVID-19 pandemic for the past two years.

Researcher using Post Positivism Paradigm with descriptive qualitative method in this thesis to explicate the situation. The approach is conducting interviews and in-depth observation to collect data.

The conclusion of this thesis is brand awareness campaign that has been running in Wall Street English Indonesia helped its positive growth in the existence of English learning program in Jakarta during the COVID-19 pandemic between the year of 2022-2021. Business Development and Partnership division is the leader in this campaign by creating two-ways communication method between Wall Street English Indonesia as provider and its customers to help creating harmonius relationship between those two, this also help Wall Street English Indonesia to keep their good reputation among their customers.

Keywords : *Marketing Public Relations Strategy, Brand Awareness, Wall Street English, English Learning Program.*