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Judul Skripsi : Implementasi Komunikasi Oliviarini Organizer Melalui Media Sosial Instagram Dalam Membangun Citra  
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### ABSTRAK

Dilansir melalui palingmenarik.nikah, terdapat enam puluh jasa Wedding Organizer yang ada di Kota Jakarta Barat. Data tersebut menunjukkan bahwa jasa Wedding Organizer di Jakarta Barat memiliki tingkat persaingan yang cukup tinggi. Citra menjadi hal krusial yang harus dibangun dan dibentuk oleh Oliviarini Organizer agar dapat bersaing dengan pelaku usaha sama melalui implementasi komunikasi dalam membangun citra melalui media sosial Instagram. Menurut Thomas L. Harris secara garis besarnya terdapat tiga strategi (*Three Ways Strategy*) yaitu *pull strategy*, *push strategy* dan *pass strategy*. Oliviarini Organizer menjalankan *Three Ways Strategy* dalam membangun citra melalui media sosial Instagram dengan melibatkan tahap strategi *public relations*, yakni *fact finding*, *planning*, *communicating*, dan *evaluating*. Penelitian ini bertujuan untuk mengetahui implementasi komunikasi Oliviarini Organizer melalui media sosial Instagram dalam membangun citra.

Penelitian ini menggunakan paradigma post positivisme, dengan pendekatan penelitian deskriptif kualitatif. Teknik pengumpulan data diperoleh melalui data primer dan data sekunder, dengan teknik analisis data berupa reduksi data, penyajian data, dan penarikan kesimpulan. Teknik keabsahan data menggunakan triangulasi sumber.

Berdasarkan hasil penelitian melalui wawancara kepada narasumber, *pull strategy* dijalankan oleh Oliviarini Organizer dengan penggunaan media sosial Instagram melalui dengan pengelolaan konten, serta penggunaan *caption* di setiap postingan, dan keikutsertaan dalam kegiatan event pameran atau wedding festival. *Push strategy* dijalankan dengan menunjukkan kualitas pelayanan jasa yang mereka miliki. *Pass strategy* dijalankan dengan mengadakan kegiatan promo.

Hasil penelitian menunjukkan bahwa Oliviarini Organizer telah menjalankan *Three Ways Strategy* dalam membangun citra melalui media sosial Instagram, yakni *pull strategy*, *push strategy*, dan *pass strategy*. Berdasarkan hasil tersebut, Oliviarini Organizer berhasil mendapatkan pandangan positif yang diberikan oleh *client*, maupun *followers* Instagram mereka.

**Kata Kunci:** Implementasi Komunikasi, Media Sosial, Instagram, Membangun Citra



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### ***ABSTRACT***

Reported by palingmenarik.nikah, there are sixty wedding organizer services in the city of West Jakarta. This data shows that Wedding Organizer services in West Jakarta have a fairly high level of competition. Image is a crucial thing that must be built and shaped by Oliviarini Organizer so that it can compete with similar business actors through the implementation of communication in building an image through Instagram social media. According to Thomas L. Harris, in general there are three strategies (Three Ways Strategy), namely pull strategy, push strategy and pass strategy. Oliviarini Organizer carries out a Three Ways Strategy in building an image through Instagram social media by involving the public relations strategy stages, namely fact finding, planning, communicating and evaluating. This research aims to determine the implementation of Oliviarini Organizer's communication via Instagram social media in building an image.

This research uses a post positivism paradigm, with a qualitative descriptive research approach. Data collection techniques were obtained through primary data and secondary data, with data analysis techniques in the form of data reduction, data presentation, and drawing conclusions. The data validity technique uses source triangulation.

Based on the results of research through interviews with sources, the pull strategy was implemented by Oliviarini Organizer using social media Instagram through content management, as well as the use of captions in each post, and participation in exhibition events or wedding festivals. The push strategy is carried out by showing the quality of the services they have. Pass strategy is implemented by holding promotional activities.

The research results show that Oliviarini Organizer has implemented a Three Ways Strategy in building an image through Instagram social media, namely pull strategy, push strategy and pass strategy. Based on these results, Oliviarini Organizer succeeded in getting positive views from clients and their Instagram followers.

**Kata Kunci:** Implementation of Communication, Social Media, Instagram, Building Image