

## ABSTRAK

Penelitian ini menganalisis bentuk – bentuk dari program *marketing public relations* dan implementasinya dalam menciptakan keunggulan daya saing pada PT. Penta Inti Edukasi. Penggunaan analisis *SWOT sebagai unsur dari marketing* untuk mengoptimalkan keunggulan daya saing Penta Inti Edukasi, serta analisis *PENCILS* sebagai instrumen dari strategi penerapan *Public Relations* yang efektif pada sebuah perusahaan distribusi buku di Indonesia, dari tahun 2021 hingga 2023. Fokus penelitian ini terarah pada apa dan bagaimana program *marketing public relations* dalam menciptakan keunggulan daya saing di perusahaan distributor buku *import* pada PT. Penta Inti Edukasi periode tahun 2021 hingga 2023.

Penelitian ini bertujuan untuk memahami dinamika dan *sustainable program marketing public relations* yang diterapkan oleh Penta Inti Edukasi, serta memanfaatkan analisis SWOT untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman serta strategi *PENCILS* yang berkaitan dengan program *marketing public relation* dalam konteks menciptakan keunggulan daya saing perusahaan. Melalui pendekatan studi kasus, data dikumpulkan menggunakan metode observasi langsung dan wawancara terstruktur dengan narasumber kunci yang yaitu Direksi dan staf terkait di Penta Inti Edukasi serta konsumen yang terdiri dari guru, kepala sekolah, dan orang tua murid.

Analisis data dilakukan menggunakan tematic analisis dan Nvivo untuk menghasilkan wawasan yang mendalam. Hasil penelitian dapat teridentifikasi bahwa aktivitas dari program-program MPR seperti pelatihan pimpinan dan guru, kunjungan rutin, differensiasi produk, penta peduli literasi, penta peduli pendidikan, media promosi dan komunikasi, *native goes to school* dan pendampingan program bilingual yang telah disosialisasikan ke stakeholder kunci yaitu sekolah di dapati bahwa yang mendominasi serta sesuai dengan kebutuhan sekolah yaitu program pelatihan pimpinan dan guru serta program kunjungan rutin. Selain itu juga adanya hambatan dan solusi program MPR dalam menciptakan keunggulan daya saing Hambatan-hambatan tersebut berpotensi membatasi efektivitas perusahaan dalam mencapai tujuan strategisnya di pasar buku impor. Oleh karena itu, diperlukan solusi yang inovatif dan tepat guna untuk mengatasi tantangan-tantangan ini dan memaksimalkan peran MPR dalam memperkuat posisi kompetitif perusahaan.

*Kata kunci: Marketing Public Relations, Keunggulan Daya Saing, Distributor Buku Import, Pendidikan, Sekolah.*

## ABSTRACT

This research analyzes the forms of marketing public relations programs and their implementation in creating a competitive advantage at PT Penta Inti Edukasi. The use of SWOT analysis as an element of marketing to optimize Penta Inti Edukasi's competitive advantage, as well as PENCILS analysis as an instrument of effective public relations implementation strategies in a book distribution company in Indonesia, from 2021 to 2023. This research focuses on what and how the marketing public relations program creates a competitive advantage in an import book distributor company at PT Penta Inti Edukasi for the period 2021 to 2023.

This research aims to understand the dynamics and sustainability of the marketing public relations program implemented by Penta Inti Edukasi, as well as utilizing SWOT analysis to identify strengths, weaknesses, opportunities, and threats as well as PENCILS strategies related to marketing public relations programs in the context of creating the company's competitive advantage. Through a case study approach, data was collected using direct observation and structured interviews with key informants, namely the Board of Directors and relevant staff at Penta Inti Edukasi as well as consumers consisting of teachers, principals, and parents.

Data analysis was conducted using thematic analysis and Nvivo to generate in-depth insights. The results of the study can be identified that the activities of MPR programs such as leader and teacher training, routine visits, product differentiation, penta cares about literacy, penta cares about education, promotional and communication media, native goes to school and bilingual program assistance that have been socialized to key stakeholders, namely schools, are found to dominate and by the needs of schools, namely the leader and teacher training program and the routine visit program. In addition, there are also barriers and solutions to the MPR program in creating a competitive advantage. These barriers can limit the company's effectiveness in achieving its strategic goals in the imported book market. Therefore, innovative and appropriate solutions are needed to overcome these challenges and maximize the role of MPR in strengthening the company's competitive position.

*Keywords: Marketing Public Relations, Competitive Advantages, Import Books Distributor, Educations, Schools.*