

## Implementasi strategic public relations pada fashion blogger (studi kasus pada Sabila Anata) = Strategic public relations implemenation on fashion blogger (case study on Sabila Anata) / Nurindah Firdawati

Nurindah Firdawati, author

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### Abstrak

Saat ini fashion blogger sudah semakin dipercaya untuk masuk dan dilibatkan dalam industri fashion secara nyata. Namun, banyaknya jumlah fashion blogger saat ini menyebabkan semakin ketatnya persaingan di antara fashion blogger tersebut untuk selalu eksis dan menjadi fashion blogger yang terpancang. Hal ini membuat seorang fashion blogger harus melakukan strategi strategic public relations. Peneliti ingin melihat bagaimana seorang fashion blogger mengimplementasikan strategi strategic public relations pada dirinya sendiri untuk dapat menduduki posisi sebagai fashion blogger yang terpancang di dalam industri fashion, dengan tetap mempertahankan nilai personal yang dimilikinya. Penelitian kualitatif ini bersifat deskriptif dengan strategi studi kasus yang mengkhususkan unit analisisnya pada Sabila Anata, yang merupakan fashion blogger Indonesia yang sudah cukup lama berkecimpung dalam bidangnya sebagai fashion blogger. Dari hasil penelitian, ditemukan bahwa Sabila Anata melakukan strategi strategic public relations, yaitu personal communication management yang menggabungkan antara taktik pemasaran, manajemen dan public relations (PR). Penerapan strategi tersebut membantu Sabila dalam melihat posisi yang berpotensi untuk didudukinya dalam industri fashion serta membantunya mencapai posisi tersebut

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Nowadays, fashion bloggers are increasingly trusted by fashion industry to come in and get involved in it. However, the large amount of fashion blogger today, gave rise to the increasing of competition among fashion bloggers to make their self as an exist and reputable fashion blogger. That also forced a fashion blogger to do strategic public relations. In this case, researcher tried to examined how a fashion blogger implements strategic public relations strategy to their self to help them to get the position as a reputable fashion blogger in fashion industry, while constantly holding to their personal values. This qualitative research was conducted in a descriptive way, with case study strategy that focus on Sabila Anata, an Indonesian fashion blogger who already engaged in the field of fashion blog for enough time, as the analysis unit. Research finding showed that Sabila Anata doing strategic public relations strategy, named personal communication management that combine the tactics from marketing, management, and public relations (PR). Implementation of the strategy help Sabila in viewing potential position for her in fashion industry and also attain that position