

Strategi Marketing Public Relations (MPR) untuk mempromosikan produk yang dianggap tabu : Studi pada kampanye Durex #TurnOfftoTurnOn = Marketing Public Relation (MPR) strategy to promote taboo product : Study on Durex campaign #TurnOfftoTurnOn

Syabina Nur Istiana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404642&lokasi=lokal>

Abstrak

[ABSTRAK
Ada keterbatasan berpromosi di Indonesia bagi produk-produk yang memiliki kesan tabu atau menimbulkan perasaan bersalah dan malu ketika membeli produk tertentu. Salah satu produk tersebut adalah kondom Durex sebagai alat kontrasepsi dan alat kesehatan. Kondisi ini mengharuskan Durex menggunakan strategi lain untuk mendekati target pasarnya, yaitu melalui Marketing Public Relations dalam bentuk kampanye sosial. Dengan memanfaatkan momen Earth Hour, kampanye sosial #TurnOfftoTurnOn bukan hanya menunjukkan kepedulian terhadap lingkungan tetapi juga memberikan solusi untuk perbaikan terhadap kualitas hubungan dengan pasangan. Melalui strategi ini Durex terbantu untuk melakukan kegiatan promosi yang selama ini sulit dilakukan dengan cara-cara biasa.

<hr>

ABSTRACT

There are limitations in Indonesia to promote products which has the taboo impression taboo or cause feelings of guilt and shame when buying a certain product. One of the products is condom Durex as contraception and medical kit. This condition requires Durex using other strategies for approaching the target market, through the Marketing Public Relations in the form of social campaign. By utilizing the Earth Hour moment, the social campaign #TurnOfftoTurnOn not only show the concern for the environment but also provide solutions for the improvement of the quality of the relationship with partner. Through this strategy Durex helped to carry out promotional activities which have been hard done by ordinary strategies., There are limitations in Indonesia to promote products which has the taboo impression taboo or cause feelings of guilt and shame when buying a certain product. One of the products is condom Durex as contraception and medical kit. This condition requires Durex using other strategies for approaching the target market, through the Marketing Public Relations in the form of social campaign. By utilizing the Earth Hour moment, the social campaign #TurnOfftoTurnOn not only show the concern for the environment but also provide solutions for the improvement of the quality of the relationship with partner. Through this strategy Durex helped to carry out promotional activities which have been hard done by ordinary strategies.]