

Strategi marketing public relations pada promosi dalam membangun citra produk (studi kasus strategi marketing public relation pada promosi dalam membangun citra produk 4G LTE oleh PT XL Axiata Tbk) = Marketing public relations strategy on promotion to build product image (a case study marketing public relations strategy on promotion to build product image of 4G LTE by PT XL Axiata Tbk) / Winda Dwi Astuti Zebua

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Abstrak

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Penelitian ini menggunakan pendekatan kualitatif jenis deskriptif dengan metode studi kasus, dan menggunakan paradigma postpositivism. Objek penelitian adalah PT. XL. Axiata Tbk. Data diperoleh dari wawancara dan studi pustka. Sedangkan teknik keabsahan data menggunakan triangulasi sumber. Hasil penelitian menunjukkan bahwa perusahaan telekomunikasi telah melakukan tiga strategi marketing public relations yaitu push, pull dan pass. Strategi push tidak signifikan dalam membangun citra. Sedangkan strategi pull cukup berhasil mambangun citra positif produk dengan mengutamakan komunikasi dan hubungan baik kepada publik. Kemudian untuk strategi pass, perusahaan melakukan community relations dan memanfaatkan media sosial guna membentuk opini dan persepsi publik untuk membangun citra produk di mata publik. Penelitian ini menggunakan pendekatan kualitatif jenis deskriptif dengan metode studi kasus, dan menggunakan paradigma postpositivism. Objek penelitian adalah PT. XL. Axiata Tbk. Data diperoleh dari wawancara dan studi pustka. Sedangkan teknik keabsahan data menggunakan triangulasi sumber.

**ABSTRACT**

Competition in 4G LTE, have an impact on the company 39 s strategy in the promotion and efforts to build the image of the product. This study uses a Marketing Public Relations as a perspective in investigating the promotional program of product qualiy dan service quality in building the image of the product. The purpose of this study to determine the marketing public relations strategies of the company in building the image of the product. This study used a qualitative approach with descriptive case study method, then the paradigm used is postpositivism. The object of research is PT. XL. Axiata Tbk. Techniques of data collection through interviews and studies Ref. While the validity of the data using a triangulation technique source. The results showed that the telecommunications company has made three marketing public relations strategies that push, pull and pass. Push strategy is not a significant in image building. While the pull strategy was quite successful, builds a positive image of a product with emphasis on communication and good relations between the public and the company. Then to pass strategy, the company do community relations and take advantage of social media to shape public opinion and perceptions to build the image of the product in the public mind. 39 font size 12.0pt font family Times New Roman , serif 39 strategi pass, perusahaan melakukan community relations dan memanfaatkan media sosial guna membentuk opini dan persepsi publik untuk membangun citra produk di mata publik.