

## Analisis strategi marketing public relations untuk meningkatkan customer engagement dan brand advocacy (studi pada platform engagement collabonation oleh IM3 Ooredoo) = Analyzing the use of marketing public relations strategy to improve customer engagement and brand advocacy (study on the engagement platform collabonation by IM3 Ooredoo)

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### Abstrak

Dengan semakin ketatnya persaingan, perusahaan telekomunikasi harus berpikir kreatif untuk tetap dapat mempertahankan loyalitas konsumen dengan meningkatkan engagement dan dukungan bagi brandnya. IM3 Ooredoo merupakan perusahaan telekomunikasi yang pertama dan satu-satunya yang menciptakan engagement platform untuk mempertahankan loyalitas konsumen serta meningkatkan customer engagement dan brand advocacy dengan menggunakan strategi marketing public relations. Engagement platform yang diciptakan oleh IM3 Ooredoo bernama Collabonation telah dilaksanakan sejak September 2019. Hasil analisis pada makalah ini adalah Collabonation telah menerapkan strategi marketing public relations dengan baik yang dapat dilihat dari pemenuhan kelima elemen dalam kerangka proses MPR oleh Giannini yaitu dengan adanya objective, target market selection, connectors, message, dan measure. Collabonation juga sukses mendapatkan engagement dari konsumennya serta dukungan (brand advocacy) dalam bentuk user-generated content dan peningkatan followers akun sosial medianya.

.....With the telecommunication industry becoming increasingly competitive, to be able to maintain consumer loyalty, companies need to creatively increase their brand engagement and advocacy. IM3 Ooredoo is the first and only telecommunication company that establishes an engagement platform to maintain customer loyalty as well as to gain customer engagement and brand advocacy by applying marketing public relations strategy. The platform was established in September 2019, named Collabonation. The result of the analysis done in this paper is that Collabonation has successfully applied the marketing public relations strategy as seen on the fulfilment of the five elements in the MPR process framework by Giannini, namely the existence of objectives, target market selection, connectors, messages, and measure. Collabonation has also succeeded in getting customer engagement and support (brand advocacy) in the form of user-generated content and an increase in followers on its social media accounts.