

## Analisis strategi marketing public relations pada Grup K-Pop Seventeen = Marketing public relations strategy analysis of K-pop Group Seventeen

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### Abstrak

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Dalam beberapa tahun terakhir popularitas K-Pop berkembang dengan pesat di seluruh dunia. Seiring dengan hal tersebut, banyak grup K-Pop baru yang lahir dan jumlahnya terus meningkat setiap tahunnya. Banyaknya grup K-Pop yang ada sekarang membuat persaingan menjadi lebih ketat dan dibutuhkan strategi sendiri untuk mempromosikan grup mereka masing-masing kepada publik. Makalah ini bertujuan untuk menganalisis penggunaan *marketing public relations* yang dilakukan oleh grup K-Pop Seventeen sebagai strategi untuk mempromosikan grup mereka. Seventeen sendiri merupakan salah satu grup K-Pop yang memiliki popularitas cukup tinggi dan dikenal oleh talenta anggotanya yang biasa memproduksi lagu sendiri hingga dijuluki *self-produce idol*. Analisis penggunaan strategi *marketing public relations* dilakukan melalui *desk research* dan hasilnya menunjukkan bahwa Seventeen telah menjalankan strategi *push*, *pull*, dan *pass* *marketing public relations*, yaitu dengan melakukan penampilan di berbagai acara musik, membuat *video challenge* di TikTok, mengadakan *showcase comeback* dan *fansign*, melakukan konferensi pers dan wawancara dengan berbagai majalah, dan masih banyak yang lainnya.

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In recent years, the popularity of K-Pop has risen incredibly all around the world. Due to the rising popularity of K-Pop, many new K-Pop groups were born and the number continues to increase every year. With many K-Pop groups existing at the moment, the competition between them becomes tougher and they need to have their own strategy to promote themselves in order to get more known by the public. This paper aims to analyze the application of marketing public relations strategy used by the K-Pop group Seventeen to promote their own group. Seventeen themselves is one of many K-Pop groups that have a high popularity and is known as a self-produced idol group by the public because of their ability to produce their own songs. The analysis was done by desk research and the result shows that Seventeen has been using marketing public relations strategy to promote their group through push, pull, and pass strategy. The strategy has been carried in various activities, such as performing on music shows, making video challenges on TikTok, holding comeback showcases and fan-signing events, doing press conferences and interviews with various magazines, and many others.