

Marketing Public Relations dalam Pemasaran Produk Keuangan (Studi Kasus : Produk Fixed Income Investment EBA Ritel oleh PT Sarana Multigriya Finansial (Persero)) = Marketing Public Relations in Financial Product (Case Study: Retail Residential Mortgage Backed Securities Retail (Retail RMBS) By PT Sarana Multigriya Finansial (Persero))

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Abstrak

Penelitian ini bertujuan untuk menjelaskan penerapan strategi Marketing Public Relations PT Sarana Multigriya Finansial (Persero) atau SMF dalam mempromosikan instrument EBA Ritel. Dengan menggunakan strategi kualitatif deskriptif dengan metode studi kasus. Penelitian ini menguraikan bagaimana strategi SMF dalam membangun citra pada kualitas serta pelayanan produknya. Penelitian ini berargumen bahwa SMF telah melakukan tiga strategi Marketing Public Relations yaitu push, pull dan pass. Ketiga aspek dalam strategi tersebut saling berpengaruh dalam mendukung efektivitas kegiatan marketing komunikasi dalam membentuk awareness baik kepada produk maupun korporasi. Perencanaan pengemasan program komunikasi yang selaras dengan tujuan pemasaran produk serta arah kebijakan perusahaan menjadi penting dalam menciptakan efektivitas strategi Marketing Public Relations untuk membentuk citra produk investasi yang terpercaya, aman, menguntungkan dan mudah dipahami publik.

.....The aims from this study are to explain the implementation of the Marketing Public Relations strategy of PT Sarana Multigriya Finansial (Persero) or SMF in promoting RMBS Retail By using a descriptive qualitative strategy with a case study method. This study describes how SMF's strategy in building an image on the quality and service of its products. This study argues that SMF has implemented three Marketing Public Relations strategies, namely push, pull and pass. The three aspects of the strategy influence each other in supporting the effectiveness of marketing communication activities in creating awareness for both products and corporations. Planning for packaging communication programs that are in line with product marketing objectives and the direction of company policies is important in creating an effective Marketing Public Relations strategy to form an image of investment products that are trusted, safe, profitable, and easily understood by the public.