

## Analisis Strategi Marketing Public Relations Le Minerale dalam Kampanye Asli Milik Indonesia = Analysis of Le Minerale Marketing Public Relations Strategy in the Asli Milik Indonesia Campaign

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### Abstrak

Industri air minum dalam kemasan (AMDK) di Indonesia mengalami pertumbuhan pesat yang didorong oleh preferensi konsumen terhadap kesehatan, kenyamanan, dan kualitas. Le Minerale berhasil menonjol melalui kampanye Asli Milik Indonesia yang mengintegrasikan strategi Marketing Public Relations (MPR) berdasarkan konsep Kotler dan Keller. Studi ini bertujuan menganalisis keberhasilan kampanye Le Minerale dalam membangun citra merek sebagai produk lokal yang bermutu, khususnya melalui tools MPR seperti publications, events, sponsorship, identity media, news, dan public services activities. Studi ini menggunakan metode kualitatif dengan literature review dan analisis konten pada media sosial. Hasil menunjukkan bahwa Le Minerale berhasil memperkuat posisinya sebagai produk lokal dengan menargetkan komunitas olahraga dan atlet melalui beberapa tools untuk meningkatkan kesadaran merek, serta mendukung nasionalisme dan gaya hidup sehat.

.....The bottled drinking water (AMDK) industry in Indonesia has experienced rapid growth driven by consumer preferences for health, convenience, and quality. Le Minerale has succeeded in standing out through the Asli Milik Indonesia campaign which integrates Marketing Public Relations (MPR) strategies based on the Kotler and Keller concept. This study aims to analyze the success of the Le Minerale campaign in building a brand image as a quality local product, especially through MPR tools such as publications, events, sponsorship, identity media, news, and public services activities. This study uses a qualitative method with literature review and content analysis on social media. The results show that Le Minerale has succeeded in strengthening its position as a local product by targeting the sports community and athletes through several tools to increase brand awareness, as well as support nationalism and a healthy lifestyle.