

Analisis Strategi Marketing Public Relations SM Entertainment dalam Membentuk Brand Image Avatar, Experience, and Aspect (aespa) (Analisis Penerapan Push and Pull Strategy) = Analysis of SM Entertainment's Marketing Public Relations Strategy in Building The Brand Image of Avatar, Experience, and Aspect (aespa) (Analysis of Push and Pull Strategy Implementation)

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Abstrak

Aespa merupakan girl group K-Pop dibawah naungan SM Entertainment sebagai agensi hiburan Korea Selatan, yang menggunakan konsep unik yaitu konsep futuristik. Penulisan makalah ini bertujuan untuk menggambarkan terkait strategi marketing public relations yang dilakukan SM Entertainment dalam membentuk brand image aespa sebagai girl group K-Pop futuristik dengan menerapkan push and pull strategy. Dalam konteks industry K-Pop yang sangat kompetitif, SM Entertainment berupaya membentuk brand image aespa yang unik, untuk menciptakan daya tarik yang membedakan aespa dari grup-grup K-Pop lainnya dan meningkatkan daya tarik di mata audiens. Push and pull strategy yang dilakukan oleh SM Entertainment menggunakan beberapa tools marketing public relations untuk mendapat hasil maksimal, yaitu publikasi, special events, dan identitas media. Penggabungan tools marketing public relations dalam penerapan push and pull strategy merupakan upaya untuk meningkatkan brand image aespa yang lebih kuat.Aespa is a K-pop girl group under the management of SM Entertainment, a South Korean entertainment agency, known for its unique futuristic concept. This paper aims to illustrate the marketing public relations strategies employed by SM Entertainment in shaping aespa's brand image as a futuristic K-pop girl group through the implementation of push and pull strategies. Within the highly competitive K-pop industry, SM Entertainment strives to establish aespa's unique brand image to create an appeal that distinguishes them from other K-pop groups and enhances their attractiveness to the audience. The push and pull strategies implemented by SM Entertainment utilize several marketing public relations tools to achieve optimal results, including publications, special events, and media identity. The integration of these marketing public relations tools in the application of push and pull strategies reflects a concerted effort to strengthen aespa's brand image further.