

Analisis Aktivasi Event melalui Marketing Public Relations untuk Mempertahankan Reputasi Luxury Brand dalam Serial TV “Emily In Paris” Musim 1 (Analisis Implementasi Pull Strategy) = Analysis of Event Activation through Marketing Public Relations in Maintaining Luxury Brand Reputation in TV Series “Emily In Paris” Season 1 (Analysis of Pull Strategy Implementation)

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Abstrak

Penulisan ini bertujuan untuk menganalisis strategi marketing public relations berupa implementasi pull strategy dalam aktivasi event terhadap luxury brand dalam serial TV “Emily in Paris” musim 1. “Emily in Paris” merupakan serial TV milik Netflix bertema marketing dan luxury dengan Emily Cooper sebagai karakter utamanya. Data dikumpulkan melalui content analysis pada serial TV melalui platform Netflix dan analisis data dilakukan menggunakan pendekatan deskriptif. Berdasarkan hasil analisis, Emily berhasil mempertahankan brand reputation melalui implementasi aktivasi event dengan fokus peningkatan awareness, buzz, dan earned media value, bersamaan strategi pull dengan gaya komunikasi sebagai pola penarik utama. Penggabungan kedua elemen tersebut menjadi kombinasi strategi komunikasi yang efektif dan dapat memberikan kontribusi signifikan dalam memperkuat reputasi luxury brand.

.....This writing aims to analyze the marketing public relations strategy by implementing a pull strategy in event activation for luxury brands in the TV series "Emily in Paris" season 1. "Emily in Paris" is a Netflix TV luxury marketing themed series with Emily Cooper as the main character. Data is collected through content analysis via the Netflix platform and data analysis is explained using a descriptive approach. Based on the results of the analysis, Emily succeeded in maintaining the brand reputation through implementing event activation with a focus on increasing awareness, buzz, and earned media value, in addition to pull strategy with communication style as the main pulling pattern. Combining these two elements creates an effective combination of communication strategies that make a significant contribution in strengthening the reputation of luxury brands.