

ABSTRACT

Title : *The Marketing Public Relations Strategy Carried Out by Public Relations in Promoting Language Institution (LB) LIA Grogol*
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Study Program : *Public Relations*

Language Institution (LB) LIA Grogol is a unit under the LIA Foundation which is engaged in non-formal teaching in English and other languages. In this study, the author wanted to know the marketing public relations strategy in promoting the Language Institute (LB) LIA Grogol and the media marketing public relations used by the Language Institute (LB) LIA Grogol. This study uses a qualitative approach with a case study method. Data collection is done through in-depth interviews and documentation. The results of this study are that the strategy used by the Language Institute (LB) LIA Grogol in promoting its programs is a pull strategy, push strategy, and pass strategy from Thomas L. Harris. First, pull strategy, which aims to attract the attention of the community by utilizing the print media and social media owned by the Language Institute (LB) LIA Grogol and holding cooperation with schools. Second, a push strategy, which is to maximize customer relations activities by holding student activities such as holding tests to test the English language skills of students in schools and the LIA English Competition (LEC) which is held once a year. And third, the pass strategy is to carry out Corporate Social Responsibility (CSR) activities by conducting passive teaching to several schools, donating qurban animals to the nearest mosque, and donating books to the surrounding area. And in promoting existing programs, the Language Institute (LB) LIA Grogol uses print media (brochures, banners, calendars, and booths) and print media (websites, Instagram, Facebook, and Twitter).

Keywords : *strategy, Public Relations Marketing Program, Promotion, Language Institution (LB) Lia Grogol*