

ABSTRAK

Judul : Strategi *Marketing Public Relation* Pada Program *Open House* Disekolah Bina Talenta Graha Bekasi

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Media promosi adalah sarana mengomunikasikan suatu produk atau jasa atau brand atau perusahaan dan lainnya agar dapat dikenal masyarakat lebih luas. *Open House* adalah sebuah acara yang diadakan di sebuah institusi di mana pintunya terbuka untuk umum agar orang dapat melihat-lihat institusi tersebut dan mempelajarinya. *Open house* biasanya sering diadakan di sekolah-sekolah dan universitas untuk menarik calon siswa dengan memperkenalkan fasilitas, sarana sekolah dan juga membuka saluran komunikasi *informal* antara *staff* sekolah dan dengan orang tua siswa dan mereka maupun calon siswa. Rumusan masalah yang diuraikan dalam penulisan penelitian ini adalah: “Bagaimana Strategi *Marketing Public Relation* pada program *Open House* di Sekolah Bina Talenta Graha Bekasi?”. Berdasarkan permasalahan tersebut, tujuan yang ingin dicapai penulis adalah untuk mengetahui Strategi *Marketing Public Relation* pada program *Open House* di Sekolah Bina Talenta Graha Bekasi.

Kasus yang akan diteliti ini adalah menganalisis bagaimana strategi *Marketing Public Relation* pada program *Open House* di Sekolah Bina Talenta Graha Bekasi., sedangkan unit analisisnya adalah analisis strategi dari MPR dalam acara ini guna menarik perhatian masyarakat/ khalayak sekitar serta respon/reaksi nya. Penelitian ini adalah penelitian kualitatif dengan metode studi kasus.

Hasil penelitian ini menunjukkan: (1) Analisis tentang strategi *Marketing Public Relation* (2) Identifikasi dan analisis pasar (3) Segmentasi dan *Positioning* (4) Diferensiasi Sekolah (5) Promosi dengan mengadakan *Open house* (6) Evaluasi Promosi (7) Kendala yang ditemui di Sekolah Bina Talenta Graha.

Kata Kunci:

Media Promosi, *Marketing Public Relation*, *Open House* Sekolah.

ABSTRACT

Title : Public Relations Marketing Strategy in the Open House Program at Bina Talenta Graha Bekasi School

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Media promotion is a means of communicating a product or service or brand or company and others so that it can be known to the wider community. Open House is an event held in an institution where the door is open to the public so that people can look around the institution and study it. Open houses are usually often held in schools and universities to attract prospective students by introducing facilities, school facilities and also opening informal channels of communication between school staff and with parents of students and they and prospective students. The formulation of the problem described in the writing of this research is: "What is the Public Relations Marketing Strategy in the Open House program at the Bina Talenta Graha School in Bekasi?". Based on these problems, the goal to be achieved by the writer is to find out the Public Relations Marketing Strategy in the Open House program at the Bina Talenta Graha School in Bekasi.

The case to be investigated is analyzing how the Marketing Public Relations strategy in the Open House program at the Bina Talenta Graha School in Bekasi, while the unit of analysis is the strategic analysis of the MPR in this event to attract the attention of the public / surrounding audiences and their responses / reactions. This research is a qualitative research with case study method.

The results of this study indicate: (1) Analysis of Marketing Public Relations strategies (2) Market identification and analysis (3) Segmentation and Positioning (4) School Differentiation (5) Promotion by holding an Open house (6) Evaluation of Promotions (7) Constraints that found at the Bina Talenta Graha School.

Keywords:

Media Promotion, Marketing Public Relations, School Open House.