

ABSTRACT

Title : *Savana Adventure and Tour Public Relations Strategy in Increasing Brand Awareness Through Instagram Social Media*

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Study Program : *Public Relations*

Public Relations has an important role for a company. One of them is to overcome the problems that occur in the company, therefore there is a public relations strategy. Public relations strategy is the alternative chosen to achieve public relations objectives within the framework of a public relations plan. The purpose and focus of this research is to discuss the public relations strategy of Savana adventure and tour in increasing brand awareness through Instagram social media. The research method used is qualitative research with a case study approach. The theoretical basis used is the uses and gratification theory and brand awareness theory. Sources of research data obtained based on the results of observations, interviews and documentation. The results show that the public relations strategy used by Savana adventure and tour has been going well and has succeeded in increasing brand awareness through Instagram social media.

Keywords: *Public Relations Strategy, Social Media, Brand Awareness*

ABSTRAK

Judul : Strategi *Public Relations* Savana *Adventure and Tour* Dalam Meningkatkan *Brand Awareness* melalui Media Sosial Instagram
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Public Relations mempunyai peranan penting bagi suatu perusahaan. Salah satunya ialah mengatasi masalah yang terjadi pada perusahaan maka dari itu adanya strategi *public relations*. Strategi *public relations* adalah alternatif yang dipilih untuk mencapai tujuan *public relations* dalam kerangka suatu rencana *public relations*. Tujuan dan fokus penelitian ini membahas tentang strategi humas Savana *adventure and tour* dalam meningkatkan *brand awareness* melalui media sosial instagram. Metode penelitian yang digunakan yaitu penelitian kualitatif dengan pendekatan studi kasus. Landasan teori yang digunakan ialah Teori *uses and gratification* dan teori *brand awareness*. Sumber data penelitian diperoleh berdasarkan hasil observasi, wawancara mendalam dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi *public relations* yang digunakan Savana *adventure and tour* telah berjalan dengan baik dan berhasil meningkatkan *brand awareness* melalui media sosial Instagram.

Kata kunci: Strategi *public relations*, Media sosial, *Brand Awareness*