

UNIVERSITAS ESA UNGGUL
FAKULTAS ILMU KOMUNIKASI
KONSENTRASI HUBUNGAN MASYARAKAT

ABSTRAK

Nama : Yeslyn Lisa
NIM : 2018-05-02261
Judul Skripsi : Praktik Marketing Public Relations PT. Coffee Keren International saat Pandemi Covid-19
Jumlah Halaman : 5 Bab + 75 Halaman
Bibliografi : 30 Buku + Website
Pembimbing : Heriyanti, ST, M.I.Kom

Penelitian ini berjudul “Praktik Marketing Public Relations PT. Coffee Keren International saat Pandemi Covid-19”. Penelitian ini bertujuan untuk mengetahui Praktik Marketing Public Relations yang dilakukan PT. Coffee Keren Internasional saat pandemi Covid-19. Penelitian dilakukan dengan menggunakan metode kualitatif deskriptif. Pengumpulan data diperoleh melalui cara observasi dan studi literatur. Di samping itu, data pada penelitian ini juga diperoleh melalui wawancara beberapa informan atau narasumber yang merupakan subjek penelitian yaitu manajer pemasaran dan humas PT. Coffee Keren Internasional. Hasil dari penelitian ini menunjukkan bahwa Praktik Marketing Public Relations yang dilakukan oleh PT. Coffee Keren Internasional di masa pandemi menggunakan Konsep Three Ways Strategy yaitu push strategy, pull strategy dan pass strategy berjalan dengan optimal dan memberikan hasil yang baik. Kegiatan penjualan didorong dengan cara menerapkan promosi, inovasi produk, dan variasi menu. Selain itu, perusahaan menarik pelanggan melalui program khusus dan bekerjasama dengan pihak lain serta menciptakan citra publik yang baik melalui berbagai kegiatan sosial, misalnya pembagian makanan dan minuman gratis kepada panti asuhan, panti jompo dan gereja-gereja. Walaupun sempat mengalami penurunan penjualan tetapi perusahaan mampu bertahan di tengah kondisi yang sulit melalui Praktik Marketing Public Relations sehingga dapat mencapai tujuan perusahaan yaitu adanya kenaikan penjualan secara bertahap saat masa pandemi Covid-19 sekaligus terjalinnya hubungan baik dengan masyarakat.

Kata Kunci : Maketing Public Relations, Strategi, Kedai Kopi

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ABSTRACT

Name : Yeslyn Lisa
NIM : 2018-05-02261
Thesis Title : *The Implementation of Marketing Public Relations of PT. Coffee Keren International during the Covid-19 Pandemic*
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Bibliografi : 30 Books + Website
Advisor : Heriyanti, ST, M.I.Kom

The title of this research is “The Implementation of Marketing Public Relations of PT Coffee Keren International during the Covid-19 Pandemic”. The research aims to know the implementation of Marketing Public Relations by PT Coffee Keren International during the pandemic. The method used for this research is descriptive qualitative. All data were collected through observations and literature studies. In addition, data was also gathered from interviewing several informants or participants who became the subject of this research, namely the Marketing Manager and the Public Relations Officer of PT Coffee Keren International. The results of this study indicate that the implementation of marketing public relations was carried out by PT Coffee Keren International during the pandemic, using the Three Ways Strategy Concept, consisting of the push, pull, and pass strategy, which worked optimally and resulted in good outcomes. Sales are encouraged by implementing sales promotions, product innovation, and menu diversification. Moreover, the company attracts customers through special programs and collaboration with external parties through social events to create an excellent public image, such as providing free food and drinks to orphanages, nursing homes, and churches. Even though it had experienced a decline in sales, the company was able to survive in the midst of difficult conditions with the practice of Marketing Public Relations Practice so that it could achieve a gradual increase in sales during the Covid-19 pandemic.

Keywords: Marketing Public Relations, Strategy, Coffee Shop