

ABSTRACT

This study aims to describe the strategies and obstacles of PT Inti Prima Mandiri Utama (iPaymu) Marketing Public Relations (MPR). The paradigm of this research is post-positivism. This type of research is descriptive qualitative. The research method is a case study using observation, interview and documentation data collection techniques. Test the validity of the data in this study using Triangulation Techniques. Data analysis in this study is data reduction, data presentation, and drawing conclusions. The results of the study show that the efforts made by PT Inti Prima Mandiri Utama (iPaymu) on the Uncertainty Reduction strategy, namely: (1) Passive Strategy, the Business & Marketing Development team and Marketing Support make observations through social media, this is done to find out the response graph on Brand Awareness from consumers to the YesPOS cashier application and also monitoring through the YesPOS cashier application Dashboard chart which is made or can only be accessed by the Business Development & Marketing admin team. (2) Active Strategy, the admin team for Business Development & Marketing and Marketing Support is that they make observations by means of an internal team, where they make observations through exhibitions by visiting exhibitions and asking questions deliberately to MSME actors. (3) Interactive Strategy, Business Development & Marketing and Marketing Support team, namely the YesPOS cashier application team replying to each Instagram DM Reply and also providing information or invitations to prospective users via Gmail, Whatsapp, Zoom Meeting regarding the Exhibition to be held by PT Inti Prima Mandiri Main. And the efforts made by PT Inti Prima Mandiri Utama (iPaymu) on the Marketing Public Relations strategy, namely: (1) Push Strategy, the YesPOS cashier application team from PT Inti Prima Mandiri Utama (iPaymu) conduct promotions or sales through exhibitions, both exhibitions that are attended or go to exhibitions and ask questions deliberately to MSME actors. (2) The Pull Strategy, the YesPOS Cashier Application team is to carry out promotions through Instagram social media, special events such as exhibitions and brochures. This is done because it is considered more effective in attracting potential users to the company based on reliable information and messages, it is hoped that it can create positive impressions of the institution it represents. (3) The Pass strategy, PT Inti Prima Mandiri Utama (ipaymu) is currently marketing the YesPOS cashier application, namely holding the Organic, Green & Healthy Expo 2022 exhibition and the Organic Food Festival. Other activities such as the Talkshow are still in the planning process and not yet was held. Then the use of Influencers on social media content hasn't been used.

Keywords : *Marketing Public Relations, Uncertainty Reduction, Brand Awareness, Cashier Application*

ABSTRAK

Penelitian ini bertujuan untuk menggambarkan strategi dan hambatan Marketing Public Relations (MPR) PT Inti Prima Mandiri Utama (iPaymu). Paradigma penelitian ini adalah post-positivisme. Jenis penelitian yang dilakukan adalah deskriptif kualitatif. Metode penelitian adalah studi kasus dengan menggunakan teknik pengumpulan data Observasi, wawancara dan dokumentasi. Uji keabsahan data pada penelitian ini menggunakan Triangulasi Teknik. Analisis data dalam penelitian ini adalah reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa upaya yang dilakukan PT Inti Prima Mandiri Utama (iPaymu) pada strategi Pengurangan Ketidakpastian (Uncertainty Reduction), yaitu : (1) Strategi Pasif, tim Pengembangan Bisnis & Marketing dan Marketing Support melakukan pengamatan melalui sosial media, hal ini dilakukan untuk mengetahui grafik respon pada Brand Awareness dari konsumen kepada aplikasi kasir YesPOS dan juga pemantauan melalui grafik Dashboard aplikasi kasir YesPOS yang dimana dibuat atau hanya bisa diakses oleh tim admin Pengembangan Bisnis & Marketing. (2) Strategi Aktif, tim admin Pengembangan Bisnis & Marketing dan Marketing Support adalah mereka melakukan pengamatan dengan cara tim internal, dimana mereka melakukan pengamatan melalui pameran dengan cara mereka mendatangi pameran dan bertanya-tanya secara sengaja kepada pelaku UMKM. (3) Strategi Interaktif, tim Pengembangan Bisnis & Marketing dan Marketing Support adalah tim aplikasi kasir YesPOS

membalas setiap Reply DM Instagram dan juga memberi informasi atau undangan kepada calon pengguna melalui Gmail, Whatsapp, Zoom Meeting mengenai Pameran yang akan diadakan oleh PT Inti Prima Mandiri Utama. Dan upaya yang dilakukan PT Inti Prima Mandiri Utama (iPaymu) pada strategi Marketing Public Relations, yaitu : (1) Strategi Push, tim Aplikasi kasir YesPOS dari PT Inti Prima Mandiri Utama (iPaymu) melakukan promosi atau penjualan melalui pameran, baik pameran yang diikuti ataupun mendatangi pameran dan bertanya-tanya secara sengaja kepada pelaku UMKM. (2) Strategi Pull, tim Aplikasi Kasir YesPOS ialah melakukan promosi melalui sosial media Instagram, special events seperti pameran dan brosur. Hal ini dilakukan karena dinilai lebih efektif dapat menarik calon pengguna terhadap perusahaan didasari oleh informasi dan pesan-pesan yang dapat dipercaya, diharapkan dapat menciptakan kesan-kesan positif terhadap lembaga yang diwakilinya. (3) Strategi Pass, PT Inti Prima Mandiri Utama (ipaymu) saat ini dalam memasarkan aplikasi kasir YesPOS, ialah baru mengadakan pameran Organic, Green & Healthy Expo 2022 dan Organic Food Festival.. Untuk kegiatan lain seperti Talkshow masih dalam proses rencana dan belum di selenggarakan. Kemudian penggunaan Influencer pada konten sosial media belum digunakan.

Kata Kunci : Marketing Public Relations, Uncertainty Reduction, Brand Awareness, Aplikasi Kasir