

ABSTRAK

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Banyaknya industri yang terus bermunculan menciptakan persaingan ketat. Pelaku industri perlu mencari cara untuk meningkatkan Loyalitas Pelanggan. Optika Lunett memanfaatkan media sosial Instagram sebagai alat untuk memperkenalkan produk dan perusahaan mereka melalui aktivitas *Marketing Public Relations* seperti publikasi, promosi, *sponsorship*, kampanye, dan aktivitas lainnya. Bertujuan dalam mengetahui Hubungan penggunaan aktivitas *Marketing Public Relations* pada media sosial Instagram @optikalunett terhadap Loyalitas Pelanggan. Penelitian ini menggunakan 2 variabel penelitian yaitu Aktivitas *Marketing Public Relations* (X), dan Loyalitas pelanggan (Y). Penelitian ini merupakan penelitian deskriptif korelasional yang dihitung secara kuantitatif melalui penyebaran kuisioner terhadap 100 responden. Penelitian ini dianalisis menggunakan pengujian korelasi *Pearson Product Moment* dengan hasil pengukuran koefisien korelasi sebesar 0.587 dengan hasil pengujian parsial nilai t hitung $(7.183) > t$ tabel (1.660) . Hasil akhir penelitian didapat bahwa ada hubungan dengan arah positif antara aktivitas *Marketing Public Relations* dalam media sosial Instagram terhadap Loyalitas Pelanggan Optika Lunett.

Kata Kunci: *Marketing Public Relations, Media Sosial, Instagram, Loyalitas Pelanggan.*

ABSTRACT

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The number of industries that continue to emerge creates fierce competition. Industry players need to find ways to increase Customer Loyalty. Optika Lunett utilizes Instagram social media as a tool to introduce their products and companies through Marketing Public Relations activities such as publications, promotions, sponsorships, campaigns and other activities. This research aims to determine the relationship between the use of Marketing Public Relations activities on the social media Instagram @optikalunett and customer loyalty. This research uses 2 research variables, namely Marketing Public Relations Activities (X) and customer loyalty (Y). This research is a correlational descriptive study which was calculated quantitatively by distributing questionnaires to 100 respondents. This research was analyzed using Pearson Product Moment correlation testing with correlation coefficient measurement results of 0.587 with t test correlation test results with calculated t (7.183) > t table (1.660). So it can be concluded that there is a relationship between Marketing Public Relations activities and Instagram social media on Optika Lunett Customer Loyalty.

Keywords: Marketing Public Relations, Social Media, Instagram, Customer Loyalty