

**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**

**PROGRAM STUDI ILMU KOMUNIKASI**

**KONSENTRASI *PUBLIC RELATIONS***

Skripsi, Maret 2023

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**IMPLEMENTASI *MARKETING PUBLIC RELATIONS* DI PT KAPITOL ERA MAS**

### **ABSTRACT**

This thesis aims to determine the Implementation of Marketing Public Relations at PT Kapitol Era Mas based on Kotler's Theory, Publications, Events, Identity, Media, News, Speeches, Public Service Activities, Sponsorship, Press Relations, Product and Brand Publicity. The research approach used in this study is a descriptive qualitative method, and data collection techniques are conducted through a combination of approaches (triangulation). The implementation of data is done in an inductive or qualitative manner. The data collection techniques used in this study are conducted through data collection stages and raw data in the field, as well as interviews. Subsequently, the data will be reduced and presented in a comprehensive form. Out of the 9 key tools of Public Relations in Marketing Public Relations, all of them play important and interconnected roles in achieving success at PT Kapitol Era Mas. The company conducts online publications to align with their target consumers. PT Kapitol Era Mas organizes various events aimed at introducing their products and collaborating with other brands, which include large-scale events as well as daily events. The media identity of PT Kapitol Era Mas is deeply ingrained in the logo and is closely associated with the community. The news within PT Kapitol Era Mas provides comprehensive information with the 5W+1H structure and offers benefits to readers. The news covers a wide range of topics, including press releases, internship job postings, promotional news, and more. The written speeches aim to build a positive company image and enhance the company's credibility.

Kata Kunci : *Marketing, Public Relations, PT Kapitol Era Mas, Event.*

Referensi : 13 Buku, 7 Jurnal, 1 Penelitian.

Pembimbing : Dr. Sa'diyah El-Adawiyah, M.Si.

**FAKULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE**

# **COMMUNICATION SCIENCE STUDY PROGRAM WITH A**

## **CONCENTRATION IN PUBLIC RELATIONS**

Skripsi, Maret 2023

**SAFIRA DWINAWATI SAFITRI**

### ***IMPLEMENTATION MARKETING PUBLIC RELATIONS DI PT KAPITOL ERA MAS***

#### **ABSTRACT**

This thesis analyzes Marketing Public Relations in PT Kapitol Era Mas. The purpose of this research is to analyze Marketing Public Relations in PT Kapitol Era Mas based on Kotler's theory, which includes Publications, Events, Identity, Media, News, Speeches, Public Service Activities, Sponsorship, Press Relations, Product and Brand Publicity. This study employs a qualitative method and data collection techniques are conducted through a combination of triangulation, with data analysis being both inductive and qualitative. The data analysis technique used in this study involves collecting raw data and facts in the field, which are then reduced and presented in a complete form. According to the researcher, the two most important and interrelated tools for achieving success in Marketing Public Relations at PT Kapitol Era Mas are Publications and Events. There are also obstacles in implementing Marketing Public Relations, and the researcher concludes that communication barriers or misunderstandings, especially during events, can lead to many obstacles and difficulties between parties.

*Keyword* : *Marketing, Public Relations, PT Kapitol Era Mas, Event.*

*References* : 13 Books, 7 Journals, 1 Research

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