

ABSTRAK

UNIVERSITAS MUHAMMADIYAH JAKARTA FAKULTAS ILMU
SOSIAL DAN ILMU POLITIK PROGRAM STUDI ILMU KOMUNIKASI
KONSENTRASI *PUBLIC RELATIONS*

Skripsi, 10 Juli 2023

Adhara Putri Prasanty 2019140055

STRATEGI MARKETING *PUBLIC RELATIONS* SENAYAN GOLF CLUB
DALAM MEMBANGUN *BRAND AWARENESS*

ABSTRAK

Senayan Golf Club merupakan bisnis komersial yang kini semakin berkembang seiring banyaknya orang yang sadar akan pentingnya menjaga kesehatan dengan berolahraga. Bahkan Golf kini telah dijadikan *lifestyle* oleh berbagai kalangan khususnya kaum milenial. Semakin banyak pula lapangan golf yang tersebar diberbagai daerah di Indonesia karena meningkatnya peminat golf. Walaupun Senayan Golf Club termasuk kedalam urutan pertama dari 7 Golf terbaik di Jabodetabek, Senayan Golf Club harus siap bersaing dengan para kompetitor lainnya. Oleh karena itu dibutuhkan peran *Marketing Public Relations* dalam membangun *Brand Awareness* dari Senayan golf Club berdasarkan *Three Ways Strategy* yaitu *Push, Pull, Pass Strategy* (Ruslan, 2016). Dalam upaya menjalankan fungsi dan peran dari *Marketing Public Relations* dibutuhkan strategi yang tepat. Penelitian ini menggunakan pendekatan deskriptif kualitatif dan metode wawancara mendalam serta dokumentasi. Informan dalam penelitian ini yaitu *Head of Marketing communication* dan *Social Media Specialist*. Hasil penelitian strategi yang digunakan *Marketing Public Relations* dalam membangun *Brand Awareness* Senayan Golf Club yaitu *push* (mendorong) melalui publikasi dan promosi melalui media sosial, strategi kedua *pull* (menarik) dengan membuat konten-konten edukasi maupun video-video tutorial yang menarik dan relate bagi pecinta Golf. Strategi ketiga *pass* (mempengaruhi) dengan membangun citra yang baik, membuat event dan tournament, serta bekerja sama dengan *third party* maupun *sponsorship*.

Kata Kunci : *Strategi Marketing Public Relations, Brand Awareness*

Referensi : 17 buku, 6 jurnal, 9 website

Pembimbing : Lilik Sumarni, S.Sos, M.Si

ABSTRACT

**MUHAMMADIYAH UNIVERSITY JAKARTA FACULTY OF SOCIAL AND
POLITICAL SCIENCES STUDY PROGRAM COMMUNICATION SCIENCES
PUBLIC RELATIONS CONCENTRATION**

Thesis July 10, 2023

Adhara Putri Prasanty 2019140055

**SENAYAN GOLF CLUB'S PUBLIC RELATIONS MARKETING STRATEGY IN
BUILDING BRAND AWARENESS**

ABSTRACT

Senayan Golf Club is a commercial business that is now growing as many people are aware of the importance of maintaining health by exercising. In fact, golf has now become a lifestyle for various groups, especially millennials. There are also more and more golf courses spread across various regions in Indonesia due to the increasing number of golf enthusiasts. Even though Senayan Golf Club is included in the first rank of the 7 best golf courses in Jabodetabek, Senayan Golf Club must be ready to compete with other competitors. Therefore, the role of Marketing Public Relations is needed in building Brand Awareness from Senayan Golf Club based on the Three Ways Strategy, namely Push, Pull, Pass Strategy (Ruslan, 2016). In an effort to carry out the functions and roles of Marketing Public Relations, the right strategy is needed. This study used a qualitative descriptive approach and in-depth interviews and documentation. The informants in this study are the Head of Marketing Communication and Social Media Specialist. The results of the strategy research used by Marketing Public Relations in building Senayan Golf Club Brand Awareness are push through publication and promotion through social media, the second strategy is pull by creating educational content and video tutorials that are interesting and relatable to the public. Golf lovers. The third strategy is pass (influence) by building a good image, creating events and tournaments, and working with third parties and sponsorships.

Keywords : *Marketing Public Relations Strategy, Brand Awareness*

Reference : 17 books, 6 journal, 9 websites

Advisor : Lilik Sumarni, S.Sos, M.Si