

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

**Skripsi, Agustus 2023
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2019140177**

**STRATEGI *MARKETING PUBLIC RELATIONS* DALAM
MENINGKATKAN PENERIMAAN PESERTA DIDIK BARU MELALUI
SOSIAL MEDIA INSTAGRAM @ALHAMIDIYAH_OFFICIAL**

ABSTRAK

Penggunaan media sosial di Yayasan Islam Al-Hamidiyah masih membutuhkan strategi *Marketing Public Relations* untuk meningkatkan penerimaan peserta didik baru. *Marketing Public Relations* di Lembaga Pendidikan Yayasan Islam Al-Hamidiyah diperlukan karena lembaga pendidikan perlu meyakinkan masyarakat atau calon peserta didik karena masih minimnya upaya humas mengekspose pesan Yayasan Islam Al-Hamidiyah melalui sosial media. Penelitian ini bertujuan untuk mengetahui *pull strategy*, *push strategy*, dan *pass strategy* yang digunakan *Marketing Public Relations* Yayasan Islam Al-Hamidiyah dalam meningkatkan penerimaan peserta didik baru. Penelitian ini menggunakan metode analisis deskriptif dengan pendekatan kualitatif. Adapun teknik pengumpulan data yang dipakai yaitu dengan wawancara, observasi, dan studi literatur. Penelitian ini menggunakan teori *marketing Public Relations* yaitu Thomas L. Harris *Pull, Push*, dan *Pass Strategy*. Hasil penelitian ini *Pull Strategy* memberikan hadiah berupa voucher atau *gift card* dengan mem *follow* akun Al-Hamidiyah melalui *trivia quiz*, atau *giveaway*, mempromosikan iklan/instagram Ads. *Push Strategy* yang dilakukan kerjasama postingan konten bersama influencer atau media partner, membagikan konten aktifitas siswa, siswa berprestasi dan fasilitas. *Pass Strategy* yang dilakukan yaitu melakukan *blue ocean strategy* & membagikan konten program pembelajaran dan aktivitas siswa.

**Kata Kunci : Strategi, Strategi Pemasaran Humas, Sosial Media
Referensi : 28 Buku, 3 Jurnal, 1 Website
Pembimbing : Dr. Tria Patrianti, M.I.Kom.**

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ABSTRAK

The use of social media at the Al-Hamidiyah Islamic Foundation still requires a Marketing Public Relations strategy to increase acceptance of new students. Marketing Public Relations at the Al-Hamidiyah Islamic Foundation Educational Institution is needed because educational institutions need to convince the public or prospective students because there is still a lack of public relations efforts to expose the message of the Al-Hamidiyah Islamic Foundation through social media. This study aims to determine the pull strategy, push strategy, and pass strategy used by Al-Hamidiyah Islamic Foundation Marketing Public Relations in increasing the acceptance of new students. This research uses a descriptive analysis method with a qualitative approach. The data collection techniques used were interviews, observation and literature study. This research uses Public Relations marketing theory, namely Thomas L. Harris Pull, Push, and Pass Strategy. The results of this research are the Pull Strategy, giving prizes in the form of vouchers or gift cards by following the Al-Hamidiyah account through trivia quizzes, or giveaways, promoting advertisements/Instagram Ads. The Push Strategy is carried out in collaboration with content postings with influencers or media partners, sharing content on student activities, outstanding students and facilities. The Pass Strategy carried out is carrying out a blue ocean strategy & sharing learning program content and student activities.

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