

## ABSTRACT

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*The Effect of Marketing Public Relations (MPR) Strategies on K-Pop Idol Social Media to Generation Z K-Pop Fan Loyalty*

*Keywords: Marketing Public Relations, fan loyalty, generation Z, social media.*

*( xi + 112 + appendices )*

*This study aims to analyze the effect of Marketing Public Relations (MPR) strategies, namely pull, push, and pass strategies on social media on the loyalty of generation Z K-pop fans. Social media is a medium and plays an important role in the implementation of Marketing Public Relations (MPR) strategies in building, increasing, and maintaining the loyalty of K-Pop idol fans, especially in generation Z. In this study, using the uses and gratification theory, and there are three independent variables, namely Marketing Public Relations (MPR) pull strategy (X1) push strategy (X2), pass strategy (X3), and the dependent variable is the loyalty of generation Z K-Pop idol fans (Y). The method used is quantitative - descriptive method. Sampling was done using a non-probability sampling method with purposive sampling type. The sample of this study was 400 respondents. Based on the results of hypothesis testing and t-test, there is an influence of pull strategy, push strategy, and pass strategy on the loyalty of generation Z K-Pop idol fans through social media. Based on the results of the coefficient of determination test, it is known that the relationship between the Marketing Public Relations (MPR) strategy and the loyalty of generation Z K-Pop idol fans is 65.8%, which shows a strong relationship. The pull strategy (X3) is the most dominant strategy of the pull and pass strategies. A pull strategy that includes publication tools, events, news, and speeches, can attract K-pop fans who like a variety of content on social media, such as event publications with attractive visual designs, easy-to-find information about idols, and inspirational messages from idols published on social media, which can motivate generation Z K-Pop fans to create fan loyalty.*

*Bibliography (2019 - 2024)*