

ABSTRACT

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Marketing Strategy Public Relations MNC Channels In Building Brand Awareness On Channel Gtv Pay, Mnctv Pay, Rcti Pay on MNC Channels.

Keyword : Public Relations Marketing Strategy, Marketing Communications, Media Planner Division, Brand Awareness, MNC Channels.

(xiii +87+Appendices)

In this era of globalization, communication has become essential at every level of society and is a basic necessity. Nowadays, people view advertising as information and communication technology that is rapidly evolving and becoming increasingly sophisticated, creating new opportunities for various business actors offering goods and services. Therefore, with the increasing sophistication of technology and information, MNC Channels is leveraging the era of globalization by providing the best service in the Indonesian television industry through pay TV on an application that can be accessed by the public, namely Vision Plus. This research aims to identify the public relations marketing strategies employed by the media planner division in building brand awareness at MNC Channels. In this study, the researcher uses a qualitative method with a descriptive approach and a constructivist paradigm. The informants in this study are employees of MNC Channels in the media planner division. In this research, the researcher employs the excellence theory. The result of this research is that MNC Channels has successfully implemented a public relations marketing strategy, particularly in building brand awareness aimed at increasing the recognition and presence of the brand, carried out by the media planner division. The public relations marketing strategy employed by the media planning division also encompasses the concept from Thomas L. Harris, which includes the three ways strategy: pull strategy, push strategy, and pass strategy. Pull Strategy is a strategy aimed at attracting the public to make purchases by promoting products or services. Therefore, the pull strategy used by the media planning division in building brand awareness at MNC Channels involves promotions and advertising. Push Strategy is a strategy to encourage the purchase of goods or services with the goal of successful marketing through public relations. Thus, the push strategy used by the media planning division is to provide the best services for customer satisfaction regarding pay TV programming. Pass strategy is a strategy to influence and create public opinion with the aim of gaining public attention by building a positive image in society. Therefore, the pass strategy employed by MNC Channels involves organizing events or social activities through public relations marketing.

Bibliography (1996 – 2024).