

**STRATEGI *MARKETING PUBLIC RELATIONS*
DALAM MEMBANGUN REPUTASI PERUSAHAAN
(Studi Kasus pada Restoran Justus Steakhouse Bandung)**

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ABSTRAK

Marketing Public Relations secara pragmatis telah berkembang dengan pesat dalam memenuhi peluang pangsa pasar. Humas semakin diminati dalam bisnis pemasaran dan industri restoran, karena teknik humas mendukung pemasaran dari praktik humas secara umum. Tujuan penelitian ini untuk menyelidiki strategi *marketing public relations* dalam membangun reputasi restoran Justus Steakhouse. Desain penelitian kualitatif dengan studi kasus yang mengumpulkan data penelitian dilakukan melalui studi dokumentasi dan wawancara kepada staf *marketing communication* dan *food blogger*. Hasil penelitian menunjukkan bahwa dalam aspek perencanaan strategi, Justus Steakhouse melakukan upaya perluasan bisnis dengan membuka outlet baru setiap 3 bulan sekali. Lalu, dalam aspek aksi dan komunikasi memanfaatkan penggunaan media sosial Instagram dalam menciptakan kesan yang positif, serta melakukan *event: soft/ grand opening* untuk mencapai target pasar, warga Bandung. Terakhir, dalam aspek evaluasi, program MPR sebagai alat komunikasi pemasaran yang efektif. Studi ini meyakinkan bahwa aspek dari MPR saling berkaitan satu sama lain, antara perencanaan strategi, aksi dan komunikasi dan evaluasi dalam membangun reputasi perusahaan. Penelitian ini memiliki kontribusi penting untuk kajian lebih lanjut terkait strategi MPR, terutama di industri restoran di Bandung.

Kata kunci: Strategi, *Marketing Public Relations*, Komunikasi Pemasaran, Media Sosial, Reputasi, Industri Restoran, Justus Steakhouse Bandung

viii

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Bandung**

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**MARKETING PUBLIC RELATIONS STRATEGIES
TO DEVELOP CORPORATES REPUTATION
(Case Study on Justus Steakhouse Restaurant Bandung)**

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ABSTRACT

The Marketing Public Relations has grown rapidly and pragmatically to meet the opportunities of a changing marketplace. Public relations is getting increasing interest in the marketing and restaurant industry, because the public relations techniques that support marketing from the general practice of public relations. The purpose of this study is to examines the Marketing Public Relations strategies to develop Justus Steakhouse restaurant reputation. A qualitative research design with case data through documentation studies and interviews to food blogger and marketing communication staff. The results showed that the strategic planning aspects, Justus Steakhouse made opening the new outlets each 3 months as efforts to business expand culinary. Then, in taking action and communication aspects, Justus was utilized an Instagram as social media to created a positive public impression, and conducted a soft/grand opening events to reached target market, namely citizens of Bandung. Last, the MPR program is an effective marketing tools in evaluation aspects and also maintaining the product quality. This study ascertained that marketing public relations had a related on each aspects among strategies planning, taking action and communication and evaluation to develop corporates reputation. This research also makes an important contribution for a further studies of the MPR strategies, particularly in Bandung restaurant industry.

Keywords: Strategy, Marketing Public Relations, Marketing Communication, Social Media, Reputation, Restaurant Industry, Justus Steakhouse Bandung