

STRATEGI *MARKETING PUBLIC RELATIONS* PADA BRAND AMBASSADOR WARDAH DALAM MENARIK MINAT KONSUMEN DI KALANGAN MAHASISWA SAAT MASA PANDEMI COVID-19

(Studi Kualitatif Deskriptif Pada Mahasiswa Universitas Sangga Buana Bandung)

Irma Nurmasari

ABSTRAK

Marketing public relations yang kita ketahui adalah suatu proses perencanaan, memberikan pelayanan di bidang teknis dimana kebijakan dan keputusan teknik komunikasi mana yang akan digunakan, dan keputusannya akan dilakukan oleh manajemen orang *public relations*. Strategi *marketing public relations* memiliki tiga pendekatan yang dapat menggabungkan antara strategi pemasaran tradisional dan dimensi mega marketing, yang membutuhkan komunikasi dari bagian yang bukan merupakan bagian pemasaran tradisional chain, secara garis besar terdapat tiga (*three ways strategi*) pendekatan *marketing public relations* yang menggabungkan strategi-strategi tersebut adalah pull strategy, push strategy, dan pass strategy merupakan teori dari Thomas L Harris 1991. Penelitian ini bertujuan untuk menganalisis kegiatan *marketing public relations* yang dilakukan di PT. Paragon Technology And Innovation khususnya brand Wardah dalam menggunakan promosi lewat *brand ambassador* kepada konsumen atau calon konsumen di kalangan mahasiswa pada saat masa pandemic covid-19.

Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik observasi dan wawancara mendalam. Penelitian ini menggunakan 7 informan sebagai bahan wawancara yaitu informan inti 3 merupakan tim Wardah, dan informan pendukung 4 adalah konsumen Wardah yang merupakan mahasiswa Sangga Buana YPKP. Berdasarkan hasil penelitian dapat disimpulkan bahwa strategi *marketing public relations* pada *brand ambassador* Wardah dalam menarik minat konsumen di kalangan mahasiswa saat masa pandemic covid-19 sudah berhasil dan menjadi langkah yang bagus terutama pada saat masa pandemic covid-19 ini karena *brand ambassador* sangat memberi pengaruh yang signifikan, dengan melakukan promosinya melalui media sosial seperti me-review produk dan melakukan acara virtual *beauty class*. Penggunaan *brand ambassador* yang sedang naik daun juga sangat mempengaruhi minat konsumen khususnya para mahasiswa.

Kata Kunci : *Marketing Public Relations, Brand Ambassador, Promosi.*

**MARKETING PUBLIC RELATIONS STRATEGY FOR WARDAH
BRAND AMBASSADOR IN ATTRACTING CONSUMER
INTEREST AMONG STUDENTS DURING
THE COVID-19 PANDEMIC**

(Descriptive Qualitative Study on Students of Sangga Buana University Bandung)

Irma Nurmasari

ABSTRACT

Marketing public relations as we know it is a planning process, providing services in the technical field where policies and decisions on which communication techniques will be used, and the decisions will be made by the management of public relations people. The marketing public relations strategy has three approaches that can combine traditional marketing strategies and mega marketing dimensions, which require communication from parts that are not part of the traditional marketing chain. the strategy is pull strategy, push strategy, and pass strategy is the theory of Thomas L Harris 1991. This study aims to analyze the marketing public relations activities carried out at PT. Paragon Technology And Innovation, especially the Wardah brand in using promotions through brand ambassadors to consumers or potential consumers among students during the covid-19 pandemic.

This research uses descriptive qualitative method with observation and in-depth interview techniques. This study uses 7 informants as interview materials, namely core informants 3 are the Wardah team, and supporting informants 4 are Wardah consumers who are students of Sangga Buana YPKP. Based on the results of the study, it can be concluded that the marketing public relations strategy for Wardah's brand ambassadors in attracting consumer interest among students during the covid-19 pandemic has been successful and is a good step, especially during this covid-19 pandemic because brand ambassadors have a very strong influence. significantly, by promoting it through social media such as reviewing products and conducting virtual beauty class events. The use of brand ambassadors that are on the rise also greatly influences consumer interest, especially stude

Keywords: Marketing Public Relations, Brand Ambassador, Promotion.