

ABSTRAK

Persaingan antar distro di daerah Yogyakarta sangatlah ketat dan sebuah perusahaan dituntut untuk melakukan strategi marketing yang efektif. Hal ini mendorong peneliti untuk meneliti tentang “Strategi *Marketing Public Relations* dalam *Membangun Brand Image* Kickchick Cloth Yogyakarta”. Tujuan penelitian adalah mengetahui strategi *marketing public relations* Kickchick Cloth dalam membangun *brand image*. Penelitian ini menggunakan metode deskriptif kualitatif yang memaparkan mengenai strategi yang digunakan *marketing public relations* Kickchick Cloth dalam membangun *brand image*. Data-data dikumpulkan dalam bentuk data primer dari hasil wawancara, observasi, dan data sekunder dari studi pustaka disusun secara kualitatif. Teori memuat pokok-pokok pikiran dalam menggambarkan permasalahan kemudian dengan menggunakan suatu landasan dapat memberikan kemudahan dalam memecahkan masalah tersebut, Teori Perencanaan dan Teori *Marketing Public Relations* Kotler dan Keller. Data dalam hasil penelitian menunjukkan bahwa Kickchick Cloth mempunyai perencanaan matang dalam menerapkan strategi *marketing public relations* yaitu, *publications, identity media, events, news, speeches, public-service activities, sponsorship*. Hasil penelitian adalah dengan menjalankan dua macam strategi yaitu strategi *marketing public relations* kedalam dan keluar. Strategi *marketing public relations* kedalam meliputi mengadakan rutinitas *coordinator meeting, general meeting* dan program pelatihan karyawan. Sedangkan strategi *marketing public relations* keluar meliputi *customer relations* (Chickers), *media partner*, media sosial, *promotion activities* (promosi harga dan *event*), *marketing tools* (flyer, spanduk, dan banner). Strategi yang dijalankan tersebut cukup efektif yaitu telah sesuai image yang terbentuk dimata pelanggan dengan *image* yang diharapkan perusahaan yakni sebuah distro yang memiliki konsep desain unik, berkualitas, dan harga terjangkau. Dengan demikian tercapainya *image* positif di masyarakat akan mempermudah dalam upaya pemasaran dan menciptakan kepuasan pelanggan.

Kata kunci: *brand image, kickchick cloth, marketing public relations.*

ABSTRACT

Competition among distribution stores in the area of Yogyakarta is very tough. That is why the researchers concern about "Marketing Strategy of Public Relations to Build Kickchick Cloth Brand Image Yogyakarta". The research objective was to determine the marketing strategy of public relations Kickchick Cloth to build brand image. This study uses qualitative descriptive method that depicts or describes the strategies, tools or media used and barriers experienced marketing public relations Kickchick Cloth to build brand image. The data were collected in a hierarchy of primary data from interviews, observation, and secondary data from the literature are prepared qualitatively. Theory includes basic thoughts in describing the problem and then by using a foundation to provide convenience in solving the problem, Theory of Planning and Theory Marketing Public Relations of Kotler and Keller. Data the results of the study showed that Kickchick Cloth has a careful planning in applying marketing strategy of public relations are publications, identity media, events, news, speeches, public-service activities, sponsorship. The results of this research is to run two kinds of strategies that is marketing strategies inside and out. Marketing strategy of public relations inside is to make coordinator meeting routines, general meetings and employee training programs. While marketing strategy of public relations out include customer relations (Chickers), media partners, social media, promotion activities (sale price and events), marketing tools (flyers, banners, and billboard). The strategy is quite effective in producing positive impacts that have suite of the image formed in the eyes of the customer with the expected image that is a distribution company that has a unique design concept, quality, and affordable priced. Besides, with the increase in product sales from 2012 to 2016. Thus, the achievement of a positive image in the community will facilitate the marketing efforts and create customer satisfaction.

Keyword: brand image, kickchick cloth, marketing public relations.