

ABSTRAK

Persaingan antar perusahaan kuliner oleh-oleh khas yogya di daerah Yogyakarta sangatlah ketat dan sebuah perusahaan dituntut untuk melakukan strategi marketing yang efektif. Tujuan penelitian adalah mengetahui strategi *marketing public relations* Bakpia Mutiara Jogja dalam membangun *brand awareness*. Penelitian ini menggunakan metode deskriptif kualitatif yang memaparkan mengenai strategi yang digunakan *marketing public relations* Bakpia Mutiara Jogja dalam membangun *brand awareness*. Data-data dikumpulkan dalam bentuk data primer dari hasil wawancara, observasi, dan data sekunder dari studi pustaka disusun secara kualitatif. Teori yang digunakan adalah Perencanaan dan Teori *Marketing Public Relations* Kotler dan Keller. Data dalam hasil penelitian menunjukkan bahwa Bakpia Mutiara Jogja mempunyai perencanaan matang dalam menerapkan strategi *marketing public relations*. Hasil penelitian adalah dengan menjalankan strategi yaitu strategi *marketing public relations pull, push, dan pass*. Strategi *marketing public relations pull* yaitu dengan memberikan edukasi tentang Bakpia Mutiara Jogja serta membuat promosi, *push* yaitu dengan membuat kemasan dan varian rasa baru, *pass* yaitu dengan mengikuti event, *celebrity endorse* dan melakukan kegiatan kemanusiaan. Strategi yang dijalankan tersebut cukup efektif yaitu telah sesuai *image* yang terbentuk dimata pelanggan dengan *image* yang diharapkan perusahaan yakni sebuah perusahaan kuliner oleh-oleh khas yogyakarta, berkualitas, dan harga terjangkau. Dengan demikian tercapainya *image* positif di masyarakat akan mempermudah dalam upaya pemasaran dan menciptakan kepuasan pelanggan.

Kata kunci: *brand awareness, bakpia mutiara jogja, marketing public relations.*

ABSTRACT

Competition between culinary companies typical yogyakarta souvenirs in the area of Yogyakarta is very tight and a company is required to perform an effective marketing strategy. The purpose of this research is to know the marketing public relations strategy Bakpia Mutiara Jogja in building brand awareness. This research uses descriptive qualitative method which describes the strategy used marketing public relations Bakpia Mutiara Jogja in building brand awareness. The data collected in the form of primary data from the interviews, observations, and secondary data from literature studies are arranged qualitatively. The theories used are Kotler and Keller Marketing Public Relations Planning and Marketing Theory. The data in the research results indicate that Bakpia Mutiara Jogja has a good planning in applying marketing public relations strategy. The result of this research is by executing the strategy of public relations pull, push, and pass marketing strategy. Marketing public relations pull strategy is to provide education about Bakpia Mutiara Jogja as well as create a promotion, push is by making packaging and a new flavor variant, pass that is by following events, celebrity endorse and doing humanitarian activities. Strategy that runs is quite effective that has been appropriate image formed in the eyes of customers with the image that the company expected a culinary company typical yogyakarta souvenirs, quality, and affordable prices. Thus the achievement of a positive image in the community will facilitate in marketing efforts and create customer satisfaction.

Keywords: brand awareness, bakpia pearl jogja, marketing public relations.