

ABSTRAK

Pertumbuhan industri fesyen yang pesat tentunya diiringi oleh persaingan yang semakin ketat. Supaya dapat bersaing dengan kompetitor lokal maupun luar negeri, dibutuhkan strategi yang dapat membangun kesadaran merek yakni dengan *marketing public*. CRSL memiliki visi menjadi *IP brand* kebanggaan Indonesia di mata internasional yang artinya *brand awareness* perlu dibangun. CRSL merupakan *brand* fesyen lokal yang memiliki keunikan yakni *campaign* menggunakan karakter hewan untuk menarik empati pelanggan dan membantu memperkuat identitas *brand*. Tujuan penelitian ini adalah mengetahui strategi *marketing public relations brand* CRSL dalam membangun *brand awareness*. Model yang digunakan adalah tahap perencanaan MPR *Whalen's 7 Steps Planning Process* yang mencakup strategi *pull*, *push*, dan *pass* serta teori *New Media*. Metode penelitian ini adalah deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah observasi non partisipatif, wawancara mendalam, serta dokumentasi. Hasil penelitian menunjukkan CRSL melakukan strategi MPR yaitu: strategi "*pull*" melalui publikasi dengan memanfaatkan media internet, mengadakan konser, serta mengadakan *giveaway*, diskon, serta promo. Kemudian strategi "*push*" melalui upaya peningkatan kuantitas/kualitas produk serta pelayanan seperti adanya sistem *membership*, kemudian melakukan kolaborasi dengan merek lain seperti Gozeal, Tehbotol Sosro, dan Garfield. Strategi "*pass*" yakni memanfaatkan peran *influencer*. CRSL telah menempuh seluruh tahap tersebut namun dalam implementasi taktik, CRSL hanya menerapkan beberapa taktik *marketing public relations* di antaranya adalah *events*, *media identity*, *anniversary*, *social media*, *publications*, dan *influencers*. Berdasarkan hasil wawancara, para informan sudah mengenal baik *brand* CRSL.

Kata kunci: *Brand Awareness*, CRSL, *Marketing Public Relations*, Strategi, *Public Relations*

ABSTRACT

The rapid growth of the fashion industry is accompanied by increasingly fierce competition. In order to be able to compete with local and foreign competitors, a strategy is needed that can build brand awareness namely marketing public relations. CRSL has a vision to become the pride of Indonesia's IP brand in the eyes of the international community, which means that brand awareness must be built. CRSL is a unique local fashion brand that uses animal characters in campaigns to elicit customer empathy and strengthen brand identity. The purpose of this study was to determine CRSL's marketing public relations strategy for building brand awareness. The model used is the planning stage of MPR Whalen's 7 Steps Planning Process, which includes pull, push, and pass strategies as well as New Media theory. This research method is descriptive and qualitative. Data collection techniques used are non-participatory observation, in-depth interviews, and documentation. The results showed that CRSL carried out the MPR strategy, including "pull" strategy through publication by utilizing internet media, holding concerts and holding giveaways, discounts, and promotions. Then the "push" strategy is through efforts to increase the quantity and quality of products and services, such as a membership system, then collaborating with other brands such as Gozeal, Tehbotol Sosro, and Garfield. The "pass" is to take advantage of the influencer's role. CRSL has gone through all stages of Whalen's 7 Step Planning Process, but in implementing tactics, CRSL has only implemented a number of marketing public relations tactics, including events, media identity, anniversary, social media, publications, and influencers. Based on the interview results, the informants knew well about the CRSL brand.

Keywords: Brand Awareness, CRSL, Marketing Public Relations, Strategy, Public Relations