

ABSTRAK

Eneng Aat Solihat. *Strategi Pondok Pesantren Raudlatul Hasanah Subang Membangun Brand Awareness (Analisis Deskriptif Pondok Pesantren Raudlatul Hasanah Subang).*

Strategi humas di era saat ini sering dijadikan sebagai alat atau siasat untuk mencapai tujuan secara efektif, efisien dan tepat sasaran. Di tengah persaingan bisnis saat ini setiap pondok pesantren tentu saja memiliki keinginan untuk dipercaya menjadi pilihan nomer satu sebagai tempat menimba ilmu agama yang berkualitas.

Keinginan tersebut memotivasi Pondok Pesantren Raudlatul Hasanah Subang kesadaran terhadap *brand* sehingga keberadaan pesantren dapat diketahui, dikenal, dipilih dan dipercaya sebagai tempat terbaik untuk menciptakan generasi yang berkualitas.

Konsep *The Nine Step of Strategic Public Relations* yang digagas oleh Ronald D. Smith menjadi landasan pemikiran pada penelitian ini. Penggunaan konsep tersebut untuk menjelaskan bagaimana strategi Pondok Pesantren Raudlatul Hasanah Subang dalam membangun *brand awareness*. Sembilan tahapan pada konsep ini dikelompokkan ke dalam empat fase. Fase riset formatif, fase strategi, fase taktik dan fase evaluasi.

Penelitian ini menggunakan metode analisis deskriptif kualitatif karena ingin menjelaskan secara deskriptif dan analisis yang mendalam, menggunakan paradigma konstruktivisme yang dapat menjelaskan realitas sosial berdasarkan pengamatan peneliti serta menggunakan pendekatan interpretif dengan teknik pengumpulan data melalui wawancara, observasi dan studi dokumentasi.

Hasil penelitian menunjukkan bahwa strategi humas Pondok Pesantren Raudlatul Hasanah Subang dalam membangun *brand awareness* dilakukan melalui tahapan riset formatif, tahapan strategi, tahapan taktik, dan tahapan evaluasi. Serangkaian penelitian yang telah dilakukan menunjukan adanya peningkatan jumlah pendaftar, tanggapan positif dari masyarakat, serta mendapatkan banyak prestasi.

Kata kunci: Strategi Humas, *Brand Awareness*, Pondok Pesantren Raudlatul Hasanah Subang.

ABSTRACT

Eneng Aat Solihat. The Strategy of Raudlatul Hasanah Islamic Boarding School Subang in Building Brand Awareness (Descriptive Analysis at Raudlatul Hasanah Islamic Boarding School Subang)

Public relations strategy in the current era is often used as a tool or tactic to achieve goals effectively, efficiently and on target. In the midst of today's business competition, every religious education facility certainly has the desire to be trusted to be the number one choice as a place to gain quality knowledge.

Every formal educational the Raudlatul Hasanah Subang Islamic Bourding has a different character, this desire motivates to carry out a strategy to increase brand awareness so that the existence of the school can be known, recognized, chosen and trusted as the best place to create a quality generation.

The concept of The Nine Steps of Strategic Public Relations, which was initiated by Ronald D Smith, is the basis for this research. The use of this concept is to explain how the Raudlatul Hasanah Subang Islamic Bourding of Nature's strategy in building brand awareness. The nine stages of this concept are grouped into four phases.

The formative research phase, the strategy phase, the tactical phase and the evaluation phase. This study uses a qualitative descriptive analysis method because it wants to explain descriptively and in-depth analysis, using a constructivism paradigm that can explain social reality based on researchers' observations and using an interpretive approach with data collection techniques through interviews, observations and documentation studies.

The results showed that the public relations strategy of the Raudlatul Hasanah Subang Islamic Bourding in building brand awareness was carried out through formative research stages, strategy stages, tactics stages, and evaluation stages. A series of studies that have been carried out have shown an increase in the number of registrants,, positive responses from the community, and getting many achievements.

Keywords: *Public Relations Strategy, Brand Awareness, Pondok Pesantren Raudlatul Hasanah Subang.*