

ABSTRAK

Siti Aminah : *Strategy Marketing Public Relations* Hijabgrak dalam Upaya membangun loyalitas pelanggan. (Studi deskriptif pada Perusahaan Hijabgrak).

Industri fashion muslim mengalami pertumbuhan yang pesat setiap tahunnya, menyebabkan persaingan di bidang ini semakin ketat. Untuk dapat bertahan dan berkembang Perusahaan perlu menerapkan berbagai strategi yang efektif, salah satunya *Marketing Public Relations*. Strategi ini berperan penting dalam membangun citra positif Hijabgrak meningkatkan keterlibatan pelanggan serta menciptakan loyalitas ditengah maraknya merek pesaing. Hijabgrak Perusahaan di bidang fashion muslim asal Sumedang berdiri sejak tahun 2018.

Penelitian ini bertujuan untuk mengetahui strategi *Marketing Public Relations* Hijabgrak dalam membangun loyalitas pelanggan dengan berpedoman pada landasan teoritis dari Thomas L. Harris yaitu Konsep *Three Ways Strategy* (*Push, Pull, Pass*) yang relevan dengan fenomena penelitian.

Penelitian ini menggunakan paradigma konstruktivisme dengan metode penelitian deskriptif kualitatif melalui Teknik pengumpulan data yaitu observasi partisipan pasif dan wawancara mendalam..

Hasil penelitian ini ditemukan bahwa strategi *Marketing Public Relations* Hijabgrak dalam membangun loyalitas pelanggan sesuai dengan tiga elemen yang ada pada konsep *Three Ways Strategy*. (1) *Push Strategy* yaitu, menyediakan berbagai macam dan jenis produk di luar produksi Hijabgrak, mengembangkan penjualan secara langsung melalui pembukaan reseller, membuka stand di event berskala nasional dan internasional, memberikan promo khusus pada hari tertentu di offline store Hijabgrak. (2) *Pull Strategy* yaitu, memanfaatkan fitur live streaming di E-Commerce Shopee, Memberikan promo pada saat tanggal kembar di E-Commerce Shopee, dan Memberikan harga special kepada member. (3) *Pass Strategy* yaitu, memberikan kontribusi kepada Masyarakat sekitar (layanan print gratis, senam bersama, dan pelatihan menjahit), mengadakan kegiatan sosial sebagai sponshor dalam event yang sejalan dengan visi dan misi Hijabgrak, dan menerima kunjungan taman kanak-kanak.

Kata Kunci : *Marketing Public Relations*, Loyalitas Pelanggan

ABSTRACT

Siti Aminah: *Strategy Marketing Public Relations Hijabgrak in Efforts to Build Customer Loyalty. (Descriptive Study on Hijabgrak Company).*

The Muslim fashion industry is experiencing rapid growth every year, causing competition in this field to become increasingly tight. In order to survive and grow, companies need to implement various effective strategies, one of which is Marketing Public Relations. This strategy plays an important role in building a positive image of Hijabgrak, increasing customer engagement and creating loyalty amidst the rise of competing brands. Hijabgrak, a company in the Muslim fashion sector from Sumedang, was established in 2018.

This study aims to determine the Marketing Public Relations strategy of Hijabgrak in building customer loyalty by referring to the theoretical basis of Thomas L. Haris, namely the Three Ways Strategy Concept (Push, Pull, Pass) which is relevant to the research phenomenon.

This study uses a constructivism paradigm with a qualitative descriptive research method through data collection techniques, namely passive participant observation and in-depth interviews.

The results of this study found that the Hijabgrak Marketing Public Relations strategy in building customer loyalty is in accordance with the three elements in the Three Ways Strategy concept. (1) Push Strategy, namely, providing various types and kinds of products outside of Hijabgrak production, developing direct sales through opening resellers, opening stands at national and international scale events, providing special promos on certain days at the Hijabgrak offline store. (2) Pull Strategy, namely, utilizing the live streaming feature on E-Commerce Shopee, Providing promos on twin dates on E-Commerce Shopee, and Providing special prices to members. (3) Pass Strategy, namely, providing contributions to the surrounding community (free printing services, group gymnastics, and sewing training), holding social activities as sponsors in events that are in line with Hijabgrak's vision and mission, and receiving visits from kindergartens.

Keywords: *Marketing Public Relations, Customer Loyalty*