

ABSTRAK

Pirliani Taufika Nurshofya, Implementasi *Marketing Public Relations* Sebagai Upaya Membangun *Awareness* Konsumen (Studi Deskriptif Demos Café, Cipadung, Kecamatan Cibiru, Kota Bandung)

Demos Café adalah pelaku usaha kuliner yang berlokasi di Cipadung, Kecamatan Cibiru, Kota Bandung, di tengah lingkungan berbagai perguruan tinggi. Memanfaatkan potensi geografis ini, Demos Café hadir sebagai ruang publik yang tidak hanya menyajikan makanan dan minuman, tetapi juga mendukung aktivitas kreatif, edukatif, dan komunitas, terutama bagi mahasiswa. Mengusung nilai inklusivitas dan keterlibatan sosial, Demos Café menerapkan strategi *marketing public relations* untuk membangun *awareness* konsumen dan memperkuat citra sebagai café berbasis komunitas di Bandung Timur.

Pada penelitian ini berfokus untuk mendeskripsikan pelaksanaan *marketing public relations* yang dilakukan Demos Cafe sebagai upaya membangun *awareness* konsumen, melalui tiga tahapan, yaitu perencanaan, pelaksanaan, dan evaluasi yang digagas oleh Thomas L. Harris dalam buku Rosady Roeslan. Penelitian ini menggunakan paradigma konstruktivisme, pendekatan kualitatif, dan metode deskriptif. Teknik pengumpulan data dilakukan melalui observasi partisipan, wawancara mendalam, dan dokumentasi.

Hasil penelitian implementasi *marketing public relations* Demos Cafe ditinjau melalui tiga tahapan, yaitu, pertama, Demos Café mengidentifikasi kebutuhan konsumen melalui survey dan pemantauan tren digital, kemudian penyesuaian strategi berdasarkan tren dan membuat mapping plan bulanan. Kedua, penyelenggaraan event, pembuatan konten, dan kolaborasi dengan komunitas. Ketiga, melakukan analisis Indikator keberhasilan dan identifikasi hambatan dan mencari solusi

Berdasarkan hasil penelitian, dapat diperoleh kesimpulan bahwa Demos Cafe telah melakukan *marketing public relations* yang membangun *awareness* konsumen. Hasil penelitian ini sesuai dengan konsep marketing PR oleh Thomas L. Harris dalam buku Rosady Roeslan.

Kata Kunci: *Marketing Public Relations, Awareness*

ABSTRACT

Pirliani Taufika Nurshofya, *Implementation of Marketing Public Relations as an Effort to Build Consumer Awareness (Descriptive Study of Demos Café, Cipadung, Cibiru District, Bandung City)*

Demos Café is a culinary business located in Cipadung, Cibiru District, Bandung City, in the middle of various universities. Utilizing this geographical potential, Demos Café is present as a public space that not only serves food and drinks, but also supports creative, educational, and community activities, especially for students. Carrying the values of inclusivity and social engagement, Demos Café implements marketing public relations strategies to build consumer awareness and strengthen its image as a community-based café in East Bandung.

This research focuses on describing the implementation of marketing public relations carried out by Demos Cafe as an effort to build consumer awareness, through three stages, namely planning, implementation, and evaluation initiated by Thomas L. Harris in Rosady Roeslan's book. This research uses constructivism paradigm, qualitative approach, and descriptive method. Data collection techniques were conducted through participant observation, in-depth interviews, and documentation.

The research results of Demos Café's marketing public relations implementation are reviewed through three stages, namely, first, Demos Café identifies consumer needs through surveys and monitoring digital trends, then adjusts strategies based on trends and makes a monthly mapping plan. Second, organizes events, creates content, and collaborates with the community. Third, analyzing indicators of success and identifying obstacles and finding solutions.

Based on the results of the research, it can be concluded that Demos Cafe has conducted marketing public relations that builds consumer awareness. The results of this study are in accordance with the concept of marketing PR by Thomas L. Harris in Rosady Roeslan's book.

Keywords: Marketing Public Relations, Awareness