

ABSTRAK

Nadya Luthvi Maharani : Aktivitas *Marketing Public Relations* dalam Membangun Citra Positif Jatinangor National Park (*Jans Park*).

Marketing Public Relations merupakan perpaduan antara pemasaran dan hubungan masyarakat yang berfungsi untuk mencapai tujuan komunikasi perusahaan secara strategis. Seiring perkembangan industri pariwisata dan meningkatnya persaingan destinasi rekreasi, penerapan strategi *Marketing Public Relations* menjadi semakin penting, termasuk bagi Jatinangor National Park (*Jans Park*). *Jans Park* melalui penerapan MPR tidak hanya berusaha memperkenalkan wisatanya, tetapi turut membangun hubungan baik dengan publik melalui citra merek yang positif.

Penelitian ini bertujuan untuk mengetahui Aktivitas *Marketing Public Relations* dalam Membangun Citra Positif Jatinangor National Park (*Jans Park*). Fokus pada penelitian ini meliputi tiga aktivitas utama, yaitu penyampaian informasi, promosi dan keterlibatan, dan pengembangan identitas. Peneliti menggunakan konsep *Major Tools in MPR* yang dikemukakan oleh Philip Koetler & Kevin Lane Keller (2016) sebagai kerangka analisis. Konsep ini terdiri dari tujuh kegiatan utama yaitu *Publications, News, Speech, Event, Sponsorship, Public Service Activity*, dan *Identity Media*.

Penelitian ini menggunakan metode deskriptif kualitatif yang mendeskripsikan secara rinci hasil penelitiannya. Data dikumpulkan melalui wawancara mendalam dengan tim Marketing *Jans Park*, observasi pasif terhadap kanal digital resmi *Jans Park*, serta dokumentasi aktivitas di media sosial.

Hasil penelitian menunjukkan bahwa *Jans Park* dalam membangun citra positifnya melakukan aktivitas *Marketing Public Relations*, melalui tiga aktivitas utama meliputi: Pertama, penyampaian informasi berfokus di media sosial dan cetak, kolaborasi dengan media lokal, *influencer*, dan asosiasi. Kedua, promosi dan keterlibatan dilakukan melalui berbagai acara budaya, perayaan hari besar, dan kegiatan sosial, dan Ketiga identitas media *Jans Park* diperkuat dengan logo resmi dan warna-warna khas yang mencolok. Secara keseluruhan, *Jans Park* melalui *Marketing Public Relations*-nya menekankan pelaksanaan komunikasi efektif dengan penyampaian informasi yang terarah. Upaya ini juga didukung dengan keterlibatan dalam berbagai acara dan pengembangan identitas media guna membangun hubungan baik dengan publik serta citra merek yang positif.

Kata Kunci : *Marketing Public Relations, Citra Positif, Major Tools in MPR, Jans Park.*

ABSTRACT

Nadya Luthvi Maharani : *Marketing Public Relations Activities in Building a Positive Image of Jatinangor National Park (Jans Park).*

Marketing Public Relations is a combination of marketing and Public Relations that serves to strategically achieve the company's communication goals. Along with the development of the tourism industry and the increasing competition of recreation destinations, the application of Marketing Public Relations strategies has become increasingly important, including for Jatinangor National Park (Jans Park). Through the implementation of MPR, Jans Park not only seeks to introduce its tourism but also aims to build good relationships with the public through a positive brand image.

This research aims to determine the activities of Marketing Public Relations in building a positive image of Jatinangor National Park (Jans Park). The focus of this research includes three main activities, namely information dissemination, promotion and engagement, and identity development. The researcher uses the concept of Major Tools in MPR proposed by Philip Kotler & Kevin Lane Keller (2016) as an analytical framework. This concept consists of seven main activities: Publications, News, Speech, Event, Sponsorship, Public Service Activity, and Identity Media

The method used in this study is qualitative descriptive, which describes the research findings in detail. Data were collected through in-depth interviews with the Jans Park Marketing team, passive observation of Jans Park's official digital channels, and documentation of activities on social media.

The research findings show that Jans Park, in building its positive image, engages in Marketing Public Relations activities, through three main activities including: First, the dissemination of information focuses on social media and print, collaborating with local media, influencers, and associations. Second, promotion and engagement are carried out through various cultural events, celebrations of major holidays, and social activities, and third, Jans Park's media identity is strengthened by an official logo and striking characteristic colors. Overall, Jans Park emphasizes effective communication through targeted information dissemination in its Marketing Public Relations efforts. This effort is also supported by involvement in various events and the development of media identity to foster good relationships with the public and a positive brand image.

Keywords : *Marketing Public Relations, Positive Image, Major Tools in MPR, Jans Park.*