

ABSTRAK

Bagas Prawiro Djati : Strategi *Marketing Public Relations Brand Mills* (Studi Deskriptif Kualitatif Pada *Brand Mills*)

Marketing Public Relations adalah alat bagi sebuah perusahaan untuk menciptakan strategi komunikasi pemasaran efisien dan efektif. *Marketing Public Relations* berkembang seiring kemajuan teknologi komunikasi dan diterapkan pada berbagai macam perusahaan, termasuk *brand Mills*. Persaingan setiap *brand* di sektor manapun sangat membutuhkan aspek pemasaran baik konvensional maupun non-konvensional. Setiap *brand* dituntut untuk memiliki kreatifitas dan inovasi melebihi para pesaing di pasarnya masing-masing di dalam persaingan yang ketat ini.

Penelitian ini bertujuan untuk mengetahui Strategi *Marketing Public Relations* pada *brand Mills* yang bergerak di industri *apparel* olahraga, melalui konsep *Integrated Marketing Communication* yang dipopulerkan oleh Don Schultz. Konsep ini terdiri dari lima strategi yaitu *Advertising*, *Personal Selling*, *Sales Promotion*, *Public Relations*, dan *Direct Marketing*. Penelitian ini menggunakan metode deskriptif kualitatif yang mendeskripsikan data secara terperinci, dengan mengumpulkan data melalui wawancara mendalam, observasi partisipatori pasif dan dokumentasi. Teknik analisis data meliputi pengelolaan data, membaca data, kategorisasi data, mendeskripsikan, dan menyajikan interpretasi data.

Hasil penelitian ini menjelaskan bahwa *Mills* sebagai *brand* yang bergerak di industri *apparel* olahraga, melakukan strategi *Marketing Public Relations* dengan konsep *Integrated Marketing Communication* melalui lima Strategi yang digunakan meliputi: (1) *Advertising* berfokus pada pemanfaatan media sosial dan kolaborasi dengan *brand ambassador* dan *key opinion leader*, (2) *Personal selling* melalui *grooming* dan *product knowledge*, (3) *Sales Promotion* berfokus pada promo untuk berbagai saluran penjualan, (4) *Public Relations* berfokus pada *brand activation*, (5) *Direct Marketing* berfokus pada media sosial interaktif dan membership untuk meningkatkan *brand awareness*.

Kesimpulan dari penelitian ini adalah strategi *marketing public relations* dari *Mills* memiliki peran krusial dalam mendukung pencapaian tujuan bisnis perusahaan dan telah mengimplementasikan konsep *Integrated Marketing Communication* secara efektif. Rekomendasi yang diberikan yaitu melakukan kegiatan *direct and digital marketing* agar melengkapi *promotion tools* sesuai dengan konsep *integrated marketing communication* yang dipopulerkan oleh Don Schultz dan lebih maksimal dalam mengelola kontennya melalui pemanfaatan media sosial, khususnya dengan memperbanyak materi informatif seputar produk yang ditawarkan.

Kata Kunci : *Marketing Public Relations, Integrated Marketing Communication, Apparel Olahraga, Brand Mills*

ABSTRACT

Bagas Prawiro Djati : *Marketing Public Relations Strategy of Mills Brand (A Qualitative Descriptive Study on the Mills Brand)*

Marketing Public Relations serves as a strategic tool for companies to develop efficient and effective marketing communication approaches. Its application has evolved alongside advancements in communication technology and is now utilized across various industries, including the Mills brand. In today's competitive landscape, brands in any sector require both conventional and non-conventional marketing efforts. To stand out in such tight competition, each brand is expected to demonstrate creativity and innovation that surpass those of its competitors.

This study aims to examine the Marketing Public Relations strategy of Mills, a brand in the sports apparel industry, through the lens of the Integrated Marketing Communication (IMC) concept popularized by Don Schultz. The IMC framework comprises five strategic components: Advertising, Personal Selling, Sales Promotion, Public Relations, and Direct Marketing. This research employs a qualitative descriptive method, presenting detailed findings based on data collected through in-depth interviews, passive participatory observation, and documentation.

The findings reveal that Mills applies the Integrated Marketing Communication concept through five strategic approaches: (1) Advertising, focusing on social media utilization and collaboration with brand ambassadors and key opinion leaders; (2) Personal Selling, emphasizing grooming and product knowledge; (3) Sales Promotion, implementing promotional activities across various sales channels; (4) Public Relations, prioritizing brand activation initiatives; and (5) Direct Marketing, leveraging interactive social media and membership programs to enhance brand awareness.

The study concludes that Mills' Marketing Public Relations strategy plays a crucial role in achieving the company's business objectives and demonstrates the effective application of the Integrated Marketing Communication framework. The study recommends enhancing direct and digital marketing efforts to complement existing promotional tools in line with Don Schultz's IMC concept, as well as optimizing social media content management, particularly by increasing the availability of informative product-related materials.

Keywords : Marketing Public Relations, Integrated Marketing Communication, Sports Apparel, Mills Brand