

## ABSTRAK

**Fachril Muhammad Ghifari:** Pengaruh *Marketing Public Relations* Terhadap Kesadaran Merek Produk Lokal *Catharsis Empire*

Perkembangan teknologi digital telah mengubah pola komunikasi dan pemasaran, khususnya dalam industri *fashion* lokal yang semakin kompetitif. Media sosial menjadi sarana penting dalam membangun citra merek dan meningkatkan kesadaran merek (*brand awareness*). *Marketing public relations* hadir sebagai strategi yang efektif untuk menarik perhatian konsumen dan membangun hubungan dengan publik. *Brand* lokal seperti *Catharsis Empire* memanfaatkan media sosial sebagai alat utama dalam meningkatkan *brand awareness* di kalangan konsumen.

Penelitian ini bertujuan untuk mengetahui pengaruh *marketing public relations* terhadap *brand awareness* produk lokal *Catharsis Empire* menggunakan *Three Ways Strategy* yang dikemukakan oleh Thomas L. Harris, serta mengetahui pengaruh strategi *pull* dan strategi *push* terhadap *brand awareness Catharsis Empire*.

Penelitian ini menggunakan paradigma positivistik dengan pendekatan kuantitatif eksplanatif melalui metode survei. Data dikumpulkan menggunakan kuesioner kepada 100 responden pengikut akun Instagram *Catharsis Empire* dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan regresi linear sederhana dan berganda dengan bantuan perangkat lunak IBM SPSS versi 32.0.

Hasil penelitian menunjukkan bahwa *marketing public relations* berpengaruh positif dan signifikan terhadap *brand awareness* yang diperoleh dari hasil regresi linear sederhana dengan koefisien regresi sebesar 1,115 dengan nilai signifikansi  $< 0,001$ . Secara parsial, *pull strategy* (X1) memiliki pengaruh lebih dominan dengan koefisien regresi 1,605 dan *Standardized Beta* 0,574, sedangkan *push strategy* (X2) memiliki koefisien regresi 0,738 dan *Standardized Beta* 0,324 yang berarti bahwa variabel *pull strategy* (X1) memiliki pengaruh lebih dominan dibanding variabel *push strategy* (X2). Nilai koefisien determinasi sebesar 0,614 menunjukkan kontribusi *marketing public relations* sebesar 61,4% terhadap *brand awareness Catharsis Empire*. Kombinasi strategi *pull* dan *push* efektif dalam meningkatkan kesadaran merek, di mana pendekatan emosional melalui *storytelling* dan kemudahan akses produk mampu memperkuat kemampuan konsumen dalam mengenali, mengingat, dan menempatkan *Catharsis Empire* dalam benak mereka sebagai merek *fashion lokal*.

**Kata Kunci:** *Marketing Public Relations, Brand Awareness, Strategi Pull, Strategi Push.*

## **ABSTRACT**

**Fachrill Muhammad Ghifari:** *The Influence of Public Relations Marketing on Brand Awareness of the Local Product Catharsis Empire*

*The development of digital technology has changed communication and marketing patterns, especially in the increasingly competitive local fashion industry. Social media has become an important tool in building brand image and increasing brand awareness. In such conditions, marketing public relations emerges as an effective strategy to attract consumer attention and build relationships with the public. Local brands like Catharsis Empire utilize social media as the main tool to strengthen brand identity and increase brand awareness among consumers.*

*This research aims to determine the influence of public relations marketing on the brand awareness of the local product Catharsis Empire using the Three Ways Strategy proposed by Thomas L. Harris, as well as to understand the impact of pull and push strategies on the brand awareness of Catharsis Empire.*

*This research uses a positivistic paradigm with an explanatory quantitative approach through survey methods. Data were collected using a questionnaire from 100 respondents who follow the Catharsis Empire Instagram account thru purposive sampling technique. Data analysis was conducted using simple and multiple linear regression with the aid of IBM SPSS software version 32.0.*

*The research results indicate that public relations marketing has a positive and significant effect on brand awareness, as obtained from the simple linear regression results with a regression coefficient of 1.115 and a significance value of  $< 0.001$ . Partially, the pull strategy (X1) has a more dominant influence with a regression coefficient of 1.605 and a Standardized Beta of 0.574, while the push strategy (X2) has a regression coefficient of 0.738 and a Standardized Beta of 0.324, which means that the pull strategy variable (X1) has a more dominant influence compared to the push strategy variable (X2). The coefficient of determination value of 0.614 indicates that marketing public relations contributes 61.4% to the brand awareness of Catharsis Empire. The combination of pull and push strategies is effective in increasing brand awareness, where an emotional approach thru storytelling and ease of product access can strengthen consumers' ability to recognize, remember, and position Catharsis Empire in their minds as a local fashion brand.*

**Keywords:** *Public Relations Marketing, Brand Awareness, Pull Strategy, Push Strategy.*