

## ABSTRAK

**Raisya Ramdhini** : Aktivitas Marketing Public Relations Perusahaan Multinasional (Studi Deskriptif pada Perusahaan AIC Co.,Ltd. di Jepang)

*Marketing Public Relations* merupakan perpaduan antara *Marketing* dan *Public Relations* dengan serangkaian proses untuk mencapai tujuan perusahaan. *Marketing Public Relations* terus berkembang dan diterapkan pada berbagai macam perusahaan, termasuk perusahaan multinasional. Perusahaan AIC Co.,Ltd. sebagai perusahaan Jepang multinasional mendapatkan berbagai pencapaiannya dengan menerapkan *Marketing Public Relations*. Perusahaan yang baru berusia tujuh tahun tepatnya berdiri pada sejak 2017, namun berhasil mendapatkan banyak konsumen dan berhasil bekerja sama dengan berbagai stakeholder, melalui program-program hasil *Marketing Public Relations* dengan meningkatkan promosi, kepuasan konsumen, dan citra positif perusahaan.

Penelitian ini bertujuan untuk mengetahui aktivitas *Marketing Public Relations* pada AIC Co.,Ltd. sebagai perusahaan multinasional di Jepang melalui konsep *Three Ways Strategy* yang ditemukan oleh Thomas L. Harris. Konsep ini terdiri dari tiga strategi yaitu *Push Strategy* (mendorong), *Pull Strategy* (menarik), *Pass Strategy* (membujuk).

Penelitian ini menggunakan metode deskriptif kualitatif yang mendeskripsikan secara rinci hasil penelitiannya. Penelitian dilakukan dengan mengumpulkan data melalui observasi lengkap, wawancara mendalam dan dokumentasi.

Hasil penelitian ini menjelaskan bahwa AIC Co.,Ltd sebagai perusahaan Multinasional di Jepang, melakukan aktivitas *Marketing Public Relations* dengan konsep *Three Ways Strategy*. Pertama, *Push Strategy* (mendorong) dengan cara perusahaan mempromosikan dan berinteraksi langsung dengan konsumennya untuk menciptakan kepuasan dalam program Seminar *Kigyō Ni Goshūkai, Eigyou (Business Prospecting)*, dan *Oseibo* (Bingkisan Akhir Tahun). Kedua, *Pull Strategy* (menarik) dengan promosi menggunakan berbagai media diantaranya *Press Release*, *Advertorial* dan Media Cetak. Ketiga, *Pass Strategy* (membujuk) dengan cara membangun citra positif perusahaan kepada publik melalui program *Corporate Social Responsibility (CSR)* dan *Sponsorship*.

**Kata Kunci** : *Marketing Public Relations, Three Ways Strategy, Perusahaan Multinasional*

## **ABSTRACT**

**Raisya Ramdhini:** *Marketing Public Relations Activities of Multinational Companies (Descriptive Study of AIC Co., Ltd. in Japan)*

*Marketing Public Relations is a combination of Marketing and Public Relations with a series of processes to achieve company goals. Marketing Public Relations continues to develop and is applied to various companies, including multinational companies. AIC Co., Ltd. as a Japanese multinational company, it has achieved various achievements by implementing Marketing Public Relations. The company, which is only seven years old, was founded in 2017, but has managed to attract many consumers and has succeeded in collaborating with various stakeholders, through programs resulting from Marketing Public Relations by increasing promotions, consumer satisfaction and a positive image of the company.*

*This research aims to determine Marketing Public Relations activities at AIC Co., Ltd. as a multinational company in Japan through the Three Ways Strategy concept discovered by Thomas L. Harris. This concept consists of three strategies, namely Push Strategy (pushing), Pull Strategy (pulling), and Pass Strategy (persuading).*

*This research uses a qualitative descriptive method which describes in detail the results of the research. The research was carried out by collecting data through complete observations, in-depth interviews and documentation.*

*The results of this research explain that AIC Co., Ltd. as a multinational company in Japan, carries out Marketing Public Relations activities with the Three Ways Strategy concept. The First, Push Strategy (Pushing) by means of the company promoting and interacting directly with its consumers to create satisfaction in the Kigyō ni Goshōkai Seminar program, Eigyou (Business Prospecting), and Oseibo (End of Year Gift). The second, Pull Strategy (pulling) with promotions using various media including Press Releases, Advertorials and Print Media. The Third, Pass Strategy (persuade) by building a positive image of the company to the public through Corporate Social Responsibility (CSR) and Sponsorship programs.*

**Keywords:** *Marketing Public Relations, Three Way Strategy, Company Multinational*