

## ABSTRAK

**Siti Alviatul Aziza:** Strategi *Marketing Public Relations* Jonas Photo dalam Mempertahankan Loyalitas Pelanggan (Studi Deskriptif pada PT. Piktura Lensa Nusa).

Perusahaan di bidang usaha fotografi setiap tahunnya meningkat, menciptakan persaingan yang semakin ketat. Strategi *Marketing Public Relations* menjadi salah satu aspek penting yang harus dimiliki oleh perusahaan guna mempertahankan loyalitas pelanggan dikala banyaknya merek pesaing. Jonas Photo merupakan perusahaan di bidang usaha fotografi dan percetakan asal Bandung yang telah berdiri selama 43 tahun sejak tahun 1981.

Penelitian ini bertujuan untuk mengetahui strategi *Marketing Public Relations* Jonas Photo dalam mempertahankan loyalitas pelanggan dengan berpedoman pada landasan teoritis dari Thomas L. Harris yaitu Konsep *Three Ways Strategy (Push, Pull, Pass Strategy)* yang relevan dengan fenomena penelitian. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan teknik pengumpulan data yaitu observasi partisipan pasif dan wawancara mendalam.

Hasil penelitian ini ditemukan bahwa strategi *Marketing Public Relations* Jonas Photo dalam mempertahankan loyalitas pelanggan sesuai dengan tiga elemen yang ada pada Konsep *Three Ways Strategy*. (1) *Push Strategy* yaitu, membuka toko di beberapa tempat, membuka toko Jonas Photo di beberapa tempat, membangun *Brand Loyalty* dengan memberikan kualitas terbaik, membuat inovasi baru melalui penambahan usaha *Food and Beverage (FnB)*, dan diversifikasi pelayanan melalui penawaran produk. (2) *Pull Strategy* yaitu, memanfaatkan media sosial sebagai sarana penyebar informasi dan penggunaan website untuk pelanggan secara optimal. (3) *Pass Strategy* yaitu, membangun kepercayaan pelanggan melalui *sponsorship* acara, mengadakan acara bermanfaat untuk masyarakat, menarik *public figure* untuk menumbuhkan kepercayaan pelanggan dan bekerjasama dengan instansi pendidikan.

**Kata Kunci:** *Marketing Public Relations*, Loyalitas Pelanggan, Kepercayaan Pelanggan

## **ABSTRACT**

**Siti Alviatul Aziza:** *Jonas Photo's Marketing Public Relations Strategy in Maintaining Customer Loyalty (Descriptive Study at PT. Piktura Lensa Nusa).*

*Companies in the field of photography business increase every year, creating increasingly fierce competition. Marketing Public Relations strategy is one of the important aspects that must be owned by the company in order to maintain customer loyalty when there are many competing brands. Jonas Photo is a company in the photography and printing business from Bandung that has been established for 43 years since 1981.*

*This research aims to find out Jonas Photo's Marketing Public Relations strategy in maintaining customer loyalty by referring to the theoretical basis of Thomas L. Harris, namely the Three Ways Strategy Concept (Push, Pull, Pass Strategy) which is relevant to the research phenomenon. This research uses descriptive qualitative research methods with data collection techniques, namely passive participant observation and in-depth interviews.*

*The results of this study found that Jonas Photo's Marketing Public Relations strategy in maintaining customer loyalty is in accordance with the three elements in the Three Ways Strategy Concept. (1) Push Strategy, opening Jonas Photo stores in several places, building brand loyalty by providing the best quality, making new innovations through the addition of Food and Beverages (FnB) businesses, and diversifying services through product offerings. (2) Pull Strategy, utilising social media as a means of disseminating information and optimal use of the website for customers. (3) Pass Strategy, building customer trust through event sponsorship, holding useful events for the community, attracting public figures to foster customer trust and collaborating with educational institutions.*

**Keywords:** *Marketing Public Relations, Customer Loyalty, Customer Trust*