

ABSTRACT

Muhammad Ryan Dea Alviansyah, 213106045, 2024. ***THE IMPLEMENTATION OF MARKETING PUBLIC RELATION STRATEGY IN MAINTAINING CORPORATE IMAGE AT PT INKA (PERSERO) MADIUN***. English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.

PT INKA (Persero) which is a State-Owned Enterprise engaged in railway manufacturing in Madiun City, whose products have been exported to various countries. PT INKA (Persero) has been succeeding in exporting because of the marketing public relations carried out by public relations division. This final project report was made with the aim of knowing the implementation of marketing public relations strategies in maintaining the corporate image. This research used descriptive qualitative method by using interview, observation, and documentation for data collection techniques. It was found that PT INKA (Persero) has carried out Marketing Public Relations to maintain the corporate image by implementing Push Strategy through online media such as publications using online mass media, social media, and websites as well as through offline media by making catalog products, brochures, and builder plates, a Pull Strategy focuses on exhibition activities, media events, press releases, industrial visits and cooperation with various embassies, while Pass Strategy by carrying out CSR and sponsorship activities.

Keywords: *Public Relations, Corporate Image, Marketing Public Relations, Strategy*

ABSTRAK

Muhammad Ryan Dea Alviansyah, 213106045, 2024. ***IMPLEMENTASI STRATEGI MARKETING PUBLIC RELATION DALAM MENJAGA CITRA PERUSAHAAN DI PT INKA (PERSERO) MADIUN***. Program Diploma III Bahasa Inggris, Jurusan Administrasi Bisnis, Politeknik Negeri Madiun.

PT INKA (Persero) yang merupakan Badan Usaha Milik Negara yang bergerak di bidang manufaktur kereta api di Kota Madiun, yang produknya telah diekspor ke berbagai negara. PT INKA (Persero) berhasil melakukan ekspor karena adanya marketing public relations yang dilakukan oleh divisi public relations. Laporan tugas akhir ini dibuat dengan tujuan untuk mengetahui implementasi strategi marketing public relations dalam menjaga citra perusahaan. Penelitian ini menggunakan metode deskriptif kualitatif dengan menggunakan teknik pengumpulan data wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa PT INKA (Persero) telah melakukan Marketing Public Relations untuk mempertahankan citra perusahaan dengan menerapkan Push Strategy melalui media online seperti publikasi menggunakan media massa online, media sosial, dan website serta melalui media offline dengan membuat katalog produk, brosur, dan builder plate, kemudian Pull Strategy yang berfokus pada kegiatan pameran, media event, press release, kunjungan industri dan kerja sama dengan berbagai kedutaan besar, sementara Pass Strategy dengan melakukan kegiatan CSR dan sponsorship.

Kata Kunci: *Public Relations, Citra Perusahaan, Marketing Public Relations, Strategi*