

SKRIPSI

**STRATEGI MARKETING PUBLIC RELATIONS
EURO MANAGEMENT INDONESIA DI MEDIA
SOSIAL INSTAGRAM**

Oleh:

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ABSTRAK

Sepah Nurul Sakinah, 2020. Strategi Marketing Public Relations Euro Management Indonesia Di Media Sosial Instagram. SKRIPSI. Pembimbing I : M. Alfin Fatikh, M.I.Kom. Program Studi Komunikasi dan Penyiaran Islam, Fakultas Dakwah dan Ushuluddin, Yayasan Pendidikan Amanatul Ummah. Institut Pesantren KH Abdul Chalim.

Kata kunci : Marketing, Public Relations, Euro Management, Instagram

Tujuan dari penelitian ini adalah untuk mengetahui Strategi Marketing Public Relations Euro Management Indonesia Di Media Sosial Instagram. Teori yang digunakan dalam penelitian ini adalah teori *Relationship Management*. Metode penelitian yang digunakan adalah deskriptif kualitatif. Adapun yang menjadi informan adalah Humas PT Euro Management Indonesia dan informan pendukung yaitu para peserta yang mengikuti program Euro Management Indonesia. Pengumpulan data dilakukan dengan observasi secara langsung dan wawancara mendalam. Teknik analisis data menggunakan model Miles and Huberman. Berdasarkan hasil penelitian yang dilakukan dapat disimpulkan Strategi Public Relations PT Euro Management Indonesia dalam mempromosikan jasa konsultasi pendidikan di Instagram adalah strategi marketing public relations euro management dengan penggunaan beberapa hashtag, kemudian *caption* yang menggambarkan segala kegiatan dan pelayanan yang dilakukan oleh Euro management yang peng-upload-an telah didesain semenarik mungkin sehingga memberikan kesan yang baik sehingga menimbulkan atensi yang positif kepada calon mahasiswa atau orang tua mahasiswa



ABSTRACT

Sepah Nurul Sakinah, 2020. Marketing Strategy Public Relations Euro Management Indonesia in social Media Instagram. Thesis. Supervisor I: M. Alfin Fatikh, M.I. Kom.Program of Islamic Communication and broadcasting, Faculty of Da'wah and Ushuluddin, Education foundation of Amanatul Ummah.Institute of Pesantren KH Abdul Chalim

Keywords: Marketing, Public Relations, Euro Management, Instagram

The purpose of this research is to know the Marketing strategy of Euro Management Indonesia Public Relations in social Media Instagram. The theory used in this study was the theory of Relationship Management. The research methods used are qualitative descriptive. As the informant is PR Euro Management Indonesia and the supporting informant are the participants who participated in the Euro Management Indonesia Program. Data collection is done with live observation and in-depth interviews. Data analysis techniques Use the Miles and Huberman model. Based on the results of the research done can be concluded the strategy of Public Relations of P Euro Management Indonesia in promoting education consulting services on Instagram is a marketing strategy of public relations Euro management with the use of several hashtags, then the caption depicting all activities and services conducted by Euro Management that has been designed as interesting as possible to give a good impression that raises positive attention to prospective students or parents

