

STRATEGI MARKETING PUBLIC RELATIONS DALAM MENINGKATKAN JUMLAH PENGUNJUNG KEBUN BINATANG GEMBIRA LOKA MELALUI MEDIA SOSIAL INSTAGRAM @GLZOOJOGJA

Nur Aisyah Z

ABSTRAK

Penelitian ini dilatar belakangi dengan adanya penurunan jumlah pengunjung yang berwisata ke GLZoo pada pasca covid 19, sehingga untuk meningkatkan jumlah pengunjung dibutuhkan strategi marketing public relations yang dapat diterapkan melalui media sosial instagram. penelitian ini dilakukan berdasarkan pokok masalah yang akan dibahas yaitu bagaimana strategi *marketing public relations* dalam meningkatkan jumlah pengunjung kebun binatang gembira loka melalui media sosial instagram. Adapun Penelitian ini bertujuan untuk mengetahui dan mendeksripsikan strategi *marketing public relations* dalam meningkatkan jumlah pengunjung kebun binatang gembira loka melalui media sosial instagram @glzoojogja. Penelitian ini menggunakan jenis penelitian kualitatif dengan pendekatan deskriptif, dengan teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Dari langkah tersebut dilakukan analisa data yang meliputi proses pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Teori yang digunakan dalam penelitian ini yaitu teori *Three Ways Strategy* yang dikemukakan oleh Ruslan Rhosady. *Three Ways Strategy* tersebut terdiri dari *Pull Strategy* (menarik), *Push Strategy* (mendorong) dan *Pass Strategy* (membujuk) dalam kegiatan marketing Public Relations. Berdasarkan hasil penelitian menunjukkan bahwa strategi marketing public relations dalam meningkatkan jumlah pengunjung kebun binatang gembira loka melalui media sosial instagram memiliki beberapa bentuk strategi seperti r relations, Event, promosi, repost insta story, publikasi, perluasan segmentasi pasar dan kegiatan corporate social responsibilty(CSR).

Kata kunci : Strategi, Marketing Public Relations, 3 ways strategy, Kebun Binatang Gembira Loka, Instagram

**PUBLIC RELATIONS MARKETING STRATEGY IN INCREASING THE NUMBER
OF VISITORS TO GEMBIRA LOKA ZOO THROUGH SOCIAL MEDIA
INSTAGRAM @GLZOOJOGJA**

Nur Aisyah Z

ABSTRACT

This research is motivated by a decrease in the number of visitors who travel to GLZoo in post-covid 19, so to increase the number of visitors a marketing public relations strategy is needed that can be implemented through Instagram social media. relations in increasing the number of visitors to the Gembira Loka Zoo through Instagram social media. This study aims to identify and describe marketing public relations strategies in increasing the number of visitors to the Gembira Loka Zoo through the social media Instagram @glzoojogja. This study uses a type of qualitative research with a descriptive approach, with data collection techniques through observation, interviews and documentation. From these steps, data analysis was carried out which included the process of data collection, data reduction, data presentation and drawing conclusions. The theory used in this study is the Three Ways Strategy theory put forward by Ruslan Rhosady. The Three Ways Strategy consists of a Pull Strategy, a Push Strategy and a Pass Strategy in marketing Public Relations activities. Based on the results of the research, it shows that the marketing public relations strategy in increasing the number of visitors to the Gembira Loka Zoo through Instagram social media has several forms of strategy such as customer relations, events, promotions, repost insta stories, publications, expansion of market segmentation and corporate social responsibility (CSR) activities.

Keywords: Strategy, Marketing Public Relations, 3 ways strategy, Gembira Loka Zoo, Instagram