

## **Strategi Marketing Public Relations Dalam Mensosialisasikan Rocketman Coffee Melalui Digital Marketing Untuk Menarik Pelanggan.**

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### **ABSTRAK**

Food & Beverage menjadi bidang trending di industri makanan dan minuman yaitu pembukaan Coffee Shop. Mengambil langkah dengan memulai bisnis kopi bisa dikatakan relatif cepat, karena membuka coffee shop sangat menguntungkan. Setiap coffee memiliki bentuk strategi marketing public relation, seperti Rocketman Coffee. Rocketman Coffee merupakan coffee shop berdiri pada tahun 2019, cukup terkenal bagi kalangan masyarakat. Penelitian ini telah menggambarkan strategi marketing public relations dalam mensosialisasikan Rocketman Coffee melalui digital marketing untuk menarik pelanggan. Bagaimana Rocketman untuk mencapai sasaran dan tujuan yang kuat dengan menarik minat pelanggan dan mempertahankan produk yang ditawarkan. Serta hambatan apa yang dihadapi Rocketman Coffee melalui digital marketing menarik pelanggan. Jenis penelitian yang digunakan adalah deskriptif kualitatif. Teknik pengumpulan data menggunakan studi kasus yang diperoleh dari pihak yang bersangkutan pada pendekatan melalui wawancara secara langsung, dokumentasi dan observasi waktu di lokasi untuk memperoleh sebuah data yang tepat dan akurat sehingga data dapat dipertanggung jawabkan. Hasil penelitian ini menunjukkan bahwa strategi marketing public relations yang dilakukan Rocketman untuk menarik pelanggan cukup baik. Karena adanya Three Ways Strategy yaitu push strategy (mendorong), pull strategy (menarik), dan pass strategy (mempengaruhi), dalam mensosialisasikan sebuah produk Rocketman untuk mengembangkan digital marketing pada media sosial memiliki bentuk program seperti promo, discount, memberikan keilmuan gratis, memberikan kartu card secara gratis bagi pelanggan setia dan dunia music kpop untuk menarik pelanggan.

**Kata Kunci : Strategi, Marketing Public Relations, Coffee, Digital Marketing**

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### **ABSTRACK**

Food & Beverage has lately become a booming field in the food and beverage industry, namely the opening of a Coffee Shop. The company took a step by starting a coffee business which can be said to be relatively fast, especially in the city of Surabaya. Opening a coffee shop is very profitable, if you can understand coffee, as well as strategy. Every coffee has a form of public relations marketing strategy, such as Rocketman Coffee. Rocketman Coffee is a coffee shop that was established in 2019, this coffee café is quite famous for the community. This research has illustrated the marketing strategy of public relations in socializing Rocketman Coffee through digital marketing to attract customers. How Rocketman implements strategies to achieve strong goals and objectives, keep customers coming, and retain customers on the products we offer. As well as what obstacles Rocketman Coffee faces through digital marketing attracts customers. The type of research used is descriptive qualitative. The subject of this study was the Operational Manager of Rocketman Coffee Sidoarjo. Data collection techniques were carried out using interviews, and time observations in the field. Data analysis is carried out with an understanding of the focus of writing, then drawn to a conclusion in the form of a general understanding based on reality. The results of this study show that rocketman's public relations marketing strategy to attract customers is quite good. Because of the Three Ways Strategy, namely push strategy (push), pull strategy (pull), and pass strategy (influence). As well as public relations, these are all used even though they are not as much as possible, but it is enough to be said to attract Rocketman customers who can be said to be quite new.

**Keywords : Strategy, Marketing Public Relations, Coffee, Digital Marketing**