

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**  
**Fakultas Ilmu Sosial dan Ilmu Politik**  
**Departemen Ilmu Komunikasi**  
**Konsentrasi *Public Relations***  
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***Special Event Anniversary* Sebagai Strategi *Marketing Public Relations* Jogja City Mall (JCM) Yogyakarta**  
**(Studi Deskriptif Kualitatif *Special Event Anniversary* Dalam Meningkatkan Jumlah Pengunjung Periode Mei 2015 - Mei 2016)**  
**Tahun Skripsi: 2016, 155**  
**Daftar Pustaka: 24 buku (1968-2011), 3 skripsi, 4 sumber internet**

*Marketing Public Relations* berfungsi untuk memberikan pemahaman kepada masyarakat mengenai produk perusahaan. *Marketing Communication* merealisasikan strategi *Marketing Public Relations* melalui *Special Event Anniversary* Jogja City Mall untuk meningkatkan animo pengunjung untuk tetap loyal kepada perusahaan. Dengan banyaknya mall-mall yang ada di Yogyakarta, *Marketing Communication* dituntut untuk dapat memberikan inovasi kegiatan dalam *Special Event Anniversary* agar menarik dan meningkatkan jumlah pengunjungnya.

Penelitian ini bertujuan untuk mengetahui pelaksanaan *Special Event* sebagai Strategi *Marketing Public Relations* dalam Meningkatkan Jumlah Pengunjung di Jogja City Mall periode Mei 2015- Mei 2016 Metode penelitian menggunakan penelitian studi deskriptif kualitatif dimana peneliti menggambarkan objek penelitian berdasarkan fakta yang ada. Bertempat di Jogja City Mall (JCM) Jalan Magelang km 6 no 18 Sinduadi, Mlati, Sleman, Daerah Istimewa Yogyakarta, periode Mei 2015- Mei 2016. Teknik pengumpulan data menggunakan wawancara, observasi, dokumentasi dan studi pustaka. Untuk langkah-langkah yang digunakan dalam teknik analisis data adalah reduksi data, penyajian data, menarik kesimpulan dan validitas data.

Hasil penelitian menunjukkan bahwa salah satu adanya program inovasi yaitu *Special Event Anniversary* menjadi Strategi *Marketing Public Relations* oleh *Marketing Communication* Jogja City Mall. Terdapat strategi push, pull dan pass dengan menggunakan privillage card, strategi promosi melalui media social dan mengadakan program CSR yang merupakan *Marketing Public Relations* strategi dan memanfaatkan *publicity* dan *event* sebagai *Marketing Public Relations Tools* yang telah dilaksanakan dalam strategi meningkatkan jumlah pengunjung di Jogja City Mall.

Kata Kunci : *Marketing Public Relations, Special Event Anniversary, Marketing Communication, Jogja City Mall.*

## ABSTRACT

**Communication Departmen**  
**Public Relations Concentration**  
**Muhammadiyah University of Yogyakarta**  
**Putri Nurida Fitriani (20120530279)**  
**Special Event Anniversary as Marketing Public Relations Jogja City Mall (JCM)**  
**Yogyakarta Strategy**  
**(Qualitative Descriptive Study On Special Event Anniversary To Increase**  
**Visitors In Mei 2015 - Mei 2016)**  
**Script Year: 2016, 155**  
**Daftar Pustaka: 24 book sources(1968-2011), 3 final project, 4 internet sources**

The fuction of Marketing Public Relations is to give people a comprehension about the company's product. Marketing Communication realize the strategy of Marketing Public Relations through the Special Event Anniversary of Jogja City Mall to increase the visitor's interest to remain loyal to the company. Because of there are many malls in Yogyakarta, the Marketing Communication is required to give an inovation to the Special Event Anniversary in order to make an interested event and increase the number of visitors.

The aim of this research is to know the implementation of Special Event as the strategy of Marketing Public Relations in order to increase the number of visitors in Jogja City Mall in the period of May 2015 – May 2016. The methods used in this research are Marketing Public Relations and Special Event. This type of research is descriptive qualitative study research where the researcher describe the research object based on the fact. This event takes place in Jogja City Mall at Magelang street km 6 no 18, Sinduadi, Mlati, Sleman, Daerah Istimewa Yogyakarta, in the period of May 2015 – May 2016. The techniques of collecting data are by interviews, observation, documentation, and literature. The steps that is used in data analysis are data reduction, presentation of data, making conclusion, and data validation.

The result of the research showed that one of their innovation programs namely Special Event Anniversary become their communication strategy for implementation of Marketing Public Relations by Marketing Communication of Jogja City Mall. There are push, pull and pass strategy uses privillage card, social media promotions strategy and CSR those are the Marketing Public Relations Strategy and with publicity and event those are the Marketing Public Relations Tools to implementation the strategy for increasing the number of visitors in Jogja City Mall.

Key word : Marketing Public Relations, Special Event Anniversary, Marketing Communicatio, Jogja City Mall.