

## THE IMPLEMENTATION OF MARKETING PUBLIC RELATIONS (MPR) AT 102BESNEAKERS

**Dadan Sugiar, Nurhayani Saragih**

Mercu Buana University

[Dadansugiar20@gmail.com](mailto:Dadansugiar20@gmail.com), [Nurhayani.saragih@gmail.com](mailto:Nurhayani.saragih@gmail.com)

**Abstract.** This study aims to analyze the implementation of Marketing Public Relations (MPR) carried out by 102besneakers. The concept applied in this research is Marketing Public Relations (MPR) introduced by Thomas L. Harris, as cited in Rohmah (2018), which consists of three strategies: the Pull Strategy, the Push Strategy, and the Pass Strategy. This research employs a descriptive qualitative approach, with data collected through interviews and observations. The findings indicate that the Pull Strategy implemented includes product visualization, offering rare products, conducting flash-sale discount programs on Tokopedia, applying strike-through pricing on Shopee, and providing a 10-fold money-back guarantee if the products offered are proven not to be original. The Push Strategy involves offering well-known branded shoes, maintaining good relationships with suppliers, participating in high-traffic events such as Car Free Day (CFD), and placing advertisements aligned with the targeted marketing objectives. Meanwhile, the Pass Strategy includes building strong relationships with customers, organizing social charity activities, such as donating to orphanages, and planning sponsorships for specific communities, such as football clubs.

**Keywords:** Shoes, Online Shop, Marketing, Public Relations (MPR)

### INTRODUCTION

102besneakers is an online shop established in April 2021 that focuses on selling shoes from various brands. Currently, 102besneakers is registered and operates as a seller on online marketplace platforms such as Shopee and Tokopedia. Online shops that register their stores on e-commerce platforms need to implement marketing strategies to promote their products. This is particularly important given the presence of other online shops on the same platforms, particularly those offering similar products. Consumers who use online marketplace platforms are typically directed to stores with good reputations, as reflected in ratings from previous customers.

The proliferation of online stores across various e-commerce platforms has intensified competition, not only in price but also in service quality and product quality. Price becomes a crucial factor in this competition; therefore, online shop owners must carefully implement strategies to ensure that their products are competitive and sell well in the market.

For this reason, online shop owners need to implement strategies that help their stores achieve high ratings and favorable placement in e-commerce platforms' algorithms. To encourage consumers to purchase the products offered, appropriate marketing activities are essential. Marketing aims to attract buyers' attention and encourage them to consume the products offered. Therefore, marketing plays a vital role in strategy development (Saleh, 2019:21).

Building consumer trust and influencing purchase decisions are not solely the result of marketing activities; consumers also need access to clear and reliable product information. In this context, Marketing Public Relations (MPR) plays an important role. Marketing public relations is the process of identifying, creating, and communicating value, as well as maintaining satisfying customer relationships to maximize company profits (Firmansyah, 2020:208). Thus, the emphasis of marketing public relations is not only on sales but also on communicating product information effectively to consumers.

Based on the author's observation of the 102besneakers store on the Shopee platform, the store has achieved a 5-star rating (the highest rating on Shopee). This rating is based on feedback from consumers who have previously purchased shoes from 102besneakers. Observations indicate that most customer reviews express satisfaction with the consistency between product quality and the provided descriptions, as well as with the store's responsiveness and order processing speed.

Meanwhile, observations on the Tokopedia platform reveal that the 102BE Sneakers store has obtained a rating of 4.9 stars—nearly perfect according to Tokopedia's rating system. This indicates that

98% of buyers are satisfied, as reflected in product quality and seller service.

The researcher also found that 102besneakers has persuaded customers to make purchase decisions, even though the prices offered are higher than those of the same shoe brands sold on official distributor websites. For example, the Asics Superblast Standard model sold on Shopee at 102besneakers is priced at IDR 3,599,000, whereas the same model on the official website is priced at IDR 3,299,000. Despite the higher price offered by 102besneakers compared with the official Asics website, consumers continue to purchase from the store.

Based on this background, the author intends to conduct a thesis research project on the implementation of Marketing Public Relations by 102besneakers to maintain the store's brand image on e-commerce platforms. Therefore, the title of this thesis research is:

**“The Implementation of Marketing Public Relations in Efforts to Maintain Brand Image: A Case Study of 102besneakers (2023 Period).”**

The focus of this study is the Marketing Public Relations (MPR) strategies implemented to maintain the brand image of the online shop 102besneakers.

## METHOD

The research method used in this study is a case study employing a qualitative approach within a constructivist paradigm. A case study is an in-depth, intensive examination of programs, events, or activities at the level of individuals, groups, institutions, or organizations, conducted through systematic scientific inquiry to obtain information. Typically, the selected event (hereafter referred to as the case) is an actual, ongoing phenomenon (Ridlo, 2023:33).

The case study design was chosen in this research because the author observed a phenomenon in consumer behavior: consumers purchasing shoes from 102BESNEAKERS on the Shopee and Tokopedia online marketplaces, despite prices that are relatively higher than those offered by official distributors. This phenomenon led the author to formulate a research assumption that the Marketing Public Relations (MPR) strategies implemented by 102BESNEAKERS play a significant role in influencing promotional effectiveness and consumer purchase decisions.

**Data Collection Techniques.** According to Sugiyono (2018:224), data collection techniques constitute the most strategic step in research, as the primary objective of research is to obtain data. Without understanding appropriate data collection techniques, researchers will not be able to obtain data that meets established standards. Data collection can be conducted by categorizing data sources as follows:

- a) **Primary Data.** Primary data are data sources that directly provide information to the data collector. These data are collected firsthand by the researcher directly from the original source or from the location where the research object is studied, through observation and interviews with informants. In this study, the primary data consist of semi-structured interview transcripts with research subjects on Marketing Public Relations (MPR) strategies, as well as observations of the research object. The interviews were conducted both face-to-face with informants and online via WhatsApp.
- b) **Secondary Data.** Secondary data are data sources that do not directly provide information to the data collector. In this study, the secondary data include photographs or screenshots of information from the 102BESNEAKERS online shop, obtained through the researcher's observations on digital platforms and internet websites.

**Data Analysis Technique.** Data analysis is the process of systematically searching for and organizing data obtained from interviews, field notes, and documentation by categorizing the data, breaking them down into units, synthesizing them, arranging them into patterns, selecting what is important and what will be studied, and drawing conclusions so that the findings are understandable both to the researcher and to others.

Huberman and Miles (1992), as cited in Sugiyono (2018), proposed a data analysis model referred to as the interactive model. This interactive model consists of three main components: (1) data reduction; (2) data display; and (3) conclusion drawing/verification. These three activities are interrelated processes that occur before, during, and after data collection, operating in parallel and in a cyclical fashion to generate comprehensive insights, which are referred to as analysis. The interactive model proposed by Miles and Huberman can be described as follows:

- a) **Data Reduction.** The data obtained from the field are often quite extensive; therefore, they must be recorded carefully and in detail. As previously noted, the longer the researcher remains in the field, the more complex and abundant the data become. Consequently, data analysis must be conducted immediately through data reduction. Data reduction involves summarizing, selecting essential points, focusing on important aspects, and identifying themes and patterns. By reducing the data, a clearer overview is obtained, making it easier for the researcher to proceed with further data collection and retrieval when necessary.
- b) **Data Display.** After data reduction, the next step is data presentation. In qualitative research, data can be presented as brief descriptions, charts, relationships between categories, flowcharts, or other visual representations.
- c) **Conclusion Drawing or Verification.** Conclusion drawing or verification is the final stage in the data analysis process. At this stage, the researcher presents conclusions derived from the collected data. This activity aims to interpret the collected data by examining relationships, similarities, and differences. Conclusions may be drawn by comparing the consistency of research subjects' statements with the underlying concepts employed in the study.

## RESULTS AND DISCUSSION

The concept of Marketing Public Relations (MPR) was introduced by Thomas L. Harris in his book *The Marketer's Guide to Public Relations*. Harris explains that MPR plays a significant role because it adds value to products by enhancing the credibility of product messages. MPR is defined as the process of planning, implementing, and evaluating programs aimed at encouraging or stimulating purchase and customer satisfaction through credible communication that delivers information and creates impressions that align the company and its products with consumers' needs, desires, interests, and concerns. Thus, product sales efforts are not solely profit-oriented but also oriented toward fulfilling consumer needs (Sinduwiatmo, 2018:75).

The relationship between public relations and marketing is close, as public relations is often integral to the implementation of the marketing mix. Public Relations practices consist of a series of planned, ongoing activities designed to strengthen and develop goodwill and mutual understanding between an organization and the public. In the era of globalization, the role of Marketing Public Relations has become increasingly important because goodwill is integral to professionalism and is inevitably cultivated through the effective and efficient cultivation of consumer sympathy. This is particularly essential given the market's growing complexity and the heightened expectations for customer satisfaction in the marketing process (Jauhari, 2021:65).

**Pull Strategy in Efforts to Maintain Brand Image.** The pull strategy is a marketing approach designed to encourage consumers to actively seek out a company's products. This strategy generally involves engaging promotions, persuasive advertising, and content that is relevant and appealing to the target market. The objective is to create direct consumer demand, encouraging them to search for and purchase the product. According to Kotler and Keller (2016), a pull strategy is an approach that generates market demand through attractive promotions that motivate consumers to purchase the product directly.

According to Sumardi (2018), the pull strategy in Indonesia has become increasingly relevant as digital marketing has developed, enabling companies to connect more closely with consumers. Through social media, companies can interact directly with consumers, understand their needs, and offer products that align with their preferences. This strategy is effective at creating brand awareness and consumer loyalty through more personal and responsive interactions.

The pull strategy is essential in maintaining brand image because by directly attracting consumers, companies can control the messages and perceptions received by the audience. Engaging promotions and positive consumer interactions help build trust and loyalty, which in turn strengthen brand image. For example, 102besneakers utilizes appealing visuals and informative product descriptions to ensure that consumers have a positive shopping experience. This aligns with Aaker's (2018) theory, which posits that positive consumer experiences enhance favorable brand perceptions.

An effective pull strategy must involve authentic communication that is relevant to local consumer values. By understanding the characteristics and preferences of Indonesian consumers, companies can tailor their marketing strategies to strengthen relationships with these consumers. For

instance, the use of flash sale programs on Tokopedia and strike-through pricing on Shopee by 102besneakers demonstrates how a pull strategy can be adapted to platform characteristics and local consumer preferences.

Based on interviews with several informants about the pull strategy implemented by 102besneakers, it can be concluded that this approach has been highly effective in attracting and retaining consumers. By maintaining strong relationships with distributors and ensuring product availability, 102besneakers can compete with official stores through competitive pricing and ongoing promotions across various platforms. This finding is consistent with Indrawan's (2019) theory, which posits that product availability and competitive pricing are key determinants of consumer loyalty and a positive brand image.

Furthermore, the offer of a tenfold money-back guarantee for non-original products enhances consumer trust in the authenticity of the products sold by 102besneakers. Consumer testimonials expressing satisfaction with the service and the availability of rare products further strengthen the store's reputation as a trustworthy seller of original shoes. Based on Mulyana's theory (2018), consumer trust is a crucial element in sustaining a positive brand image. Overall, these strategies not only generate consistent demand but also build strong customer loyalty, thereby reinforcing 102besneakers' brand image in the Indonesian footwear market.

**Push Strategy in Efforts to Maintain Brand Image.** The push strategy is a marketing method in which a company promotes its products through distribution channels to ensure they are available to consumers. This strategy often involves direct promotion to retailers or distributors to encourage them to stock the products. According to Kotler and Armstrong (2018), a push strategy employs promotional techniques such as personal selling, sales promotions, and trade promotions to increase product demand at the retail level, thereby making the products more accessible to end consumers.

A push strategy is an approach in which producers use various incentives and promotions to encourage retailers and distributors to more actively market their products. This approach aims to generate demand at the distribution channel level, thereby ensuring that products are effectively pushed through the channel until they reach final consumers. A push strategy is particularly effective when a company maintains strong relationships with retailers and distributors, enabling it to obtain the necessary support to enhance product visibility in the market.

The push strategy is important in maintaining brand image because it helps ensure that products remain available and visible to consumers across various distribution channels. By providing incentives to store staff and maintaining strong relationships with suppliers, companies can secure favorable placement for their products in major retailers. This not only increases sales but also strengthens the brand image as a provider of high-quality and trustworthy products.

According to Marnis (2018), an effective push strategy must include a range of promotional activities that not only drive sales but also support the establishment and maintenance of brand image. Providing incentives to retailers and distributors, as well as training store staff about the products, are essential components of this strategy. In this way, companies can ensure that every consumer interaction with their products reinforces the desired brand image.

The research findings indicate that the push strategy implemented by 102besneakers has been successful in maintaining its brand image. By optimizing strong relationships with suppliers and providing incentives to store staff, 102besneakers ensures priority access to the latest and most popular products. This not only guarantees a stable supply but also helps build the brand image as a provider of up-to-date and high-quality products.

102besneakers has successfully increased customer trust and satisfaction through promotions that emphasize product quality and authenticity, as well as responsiveness to customer inquiries and complaints. The achievement of a 4.9 out of 5.0 rating on e-commerce platforms demonstrates that the push strategy they have implemented is not only effective in increasing sales but also in maintaining and strengthening their brand image.

**Pass Strategy in Efforts to Maintain Brand Image.** The Pass Strategy in Marketing Public Relations (MPR) emphasizes building and maintaining positive relationships with stakeholders through effective communication, responsive service, and activities that reflect corporate social responsibility.

The Pass Strategy entails continuous efforts to create and sustain a positive corporate image

by delivering consistent, relevant messages to target audiences. This strategy focuses not only on promoting products or services but also on building a strong reputation through tangible actions that demonstrate the company's commitment to quality and customer satisfaction.

The Pass Strategy plays an essential role in building customer trust and loyalty. It underscores the importance of two-way communication, active listening to customer feedback, and prompt, effective responses. This includes providing excellent customer service, engaging in relevant social activities, and delivering informative product education. The Pass Strategy serves as a foundation for maintaining long-term relationships with customers and other stakeholders.

Maintaining brand image through the Pass Strategy entails consistent, sustainable actions to ensure that the company's positive image is preserved in the public eye. This can be achieved through responsive service, high product quality, and participation in social activities that demonstrate corporate responsibility toward the community. The strategy underscores the importance of positive, continuous customer interactions, which ultimately strengthen customers' favorable perceptions of the brand.

A strong brand image is built through consistently positive customer experiences. An effective Pass Strategy must include a commitment to product quality and superior service, as well as active participation in social activities that support local communities. This helps create positive brand associations and enhances customer loyalty. Therefore, the Pass Strategy plays a crucial role in maintaining and strengthening the company's brand image among customers and the broader public.

The research findings indicate that the Pass Strategy implemented by 102besneakers has successfully established strong customer relationships through responsive service, high product quality, and social activities that reflect corporate social responsibility. This is consistent with the theory proposed by Ardianto and Soemirat (2018), which emphasizes the importance of two-way communication and responsiveness to customer feedback in building trust and loyalty. Customers interviewed expressed satisfaction with their shopping experiences, provided positive ratings, and recommended the store to others, demonstrating that this strategy effectively creates favorable perceptions.

Furthermore, social initiatives, such as donations to orphans and sponsorships for local communities, have strengthened 102besneakers' positive public image. According to Daryanto (2018), active participation in relevant social activities is an effective means of reinforcing brand image. The Pass Strategy implemented by 102besneakers has not only created a positive impression among consumers but also strengthened customer loyalty and the store's reputation. Efforts to maintain strong customer relationships through prompt communication and product education have enhanced the reputation and supported sustainable business growth.

In its current operations, 102besneakers places greater emphasis on push and pull strategies. In the push strategy, the company promotes well-known, high-quality, and up-to-date brands while prioritizing strong relationships with all stakeholders to ensure secure and stable product supply, considering that 102besneakers primarily operates as a reseller. Meanwhile, in the pull strategy, the company prioritizes discount programs tailored to platform characteristics, such as flash sales, to attract consumer demand

## CONCLUSION

Based on the research findings and discussion presented in this study, which aim to answer the thesis research questions, the conclusions can be summarized as follows:

1. The push strategy implemented by 102besneakers has been effective in maintaining and strengthening its brand image. 102besneakers ensures the availability of the latest and most popular products across various distribution channels. This strategy not only ensures a stable supply but also builds a brand image as a provider of high-quality, up-to-date products. Through promotions emphasizing product quality and authenticity, as well as responsiveness to customer inquiries and complaints, 102besneakers has increased customer trust and satisfaction, as evidenced by its 4.9/5.0 rating on e-commerce platforms.
2. 102besneakers has successfully implemented an effective pull strategy by utilizing attractive promotions, persuasive advertising, and relevant content to create direct consumer demand. The company leverages social media to interact directly with consumers, understand their needs, and offer suitable products, thereby building brand awareness and customer loyalty. Through flash sale programs on Tokopedia, strike-through pricing on Shopee, and a tenfold money-back guarantee for

non-original products, 102besneakers has enhanced consumer trust and strengthened its reputation as a trustworthy seller of original shoes.

3. The Pass strategy implemented by 102besneakers has been effective in building and maintaining strong customer relationships. Through responsive service, high product quality, and engagement in social activities, 102besneakers has successfully created a positive image among consumers. Social initiatives, such as donations to orphans and sponsorships of local communities, have reinforced the brand image as a socially responsible company. These efforts have not only generated positive impressions and increased customer satisfaction but have also strengthened customer loyalty and the store's reputation, thereby supporting sustainable business growth.

## REFERENCES

- Abashidze, I. (2023). Permission Marketing Strategy Shaping Consumer Behaviour Through Online Communication Channels. *Baltic Journal of Economic Studies*, 9(2).
- Amstrong, P. K. (2008). *Prinsip-prinsip Pemasaran* (p. 275). Jakarta: PT. Erlangga.
- Arifin, Z. (2012). *Penelitian Pendidikan Metode dan Paradigma Baru*. Bandung: PT Remaja Rosdakarya.
- Arini Zafira, H. K. (2019). Perancangan Komunikasi Visual Promosi Produk Busana "FERVOIRE". *Jurnal DKV Adiwarna*, 3.
- Azizah, D. (2023). Strategi Marketing Public Relations Dalam Mempromosikan Bisnis Fashion Meccanism Di Masa Pandemi Covid-19. *Jurnal Bincang Komunikasi*, 1(1).
- Cut Medika Zellatifanny, B. M. (2018). Tipe Penelitian Deskripsi Dalam Ilmu Komunikasi. *Jurnal Diakom*, 2.
- Delponti, P. (2022). City Branding: communication and marketing strategy for an island urban policy. *Mediterranean Journal of Communication (MJC)*, 1(15).
- Evita. (2021). Strategi Marketing Public Relations Kopi Kenangan dalam Membangun Brand Awareness. *Prologia*, 5(1), 175. <https://doi.org/10.24912/pr.v5i1.10112>
- Firmansyah, M. (2020). *Komunikasi Pemasaran*. Cv. Penerbit Qiara Media.
- G, T. F. (2017). *Pemasaran Strategik Edisi 3*. Yogyakarta: Andi.
- Handayani, J. (2020). Implementation Of Kanagoods Marketing Public Relations Program In Creation of Brand Image of Batik Indigo Company. *Management and Entrepreneurship: Trends of Development*, Zaporizhzhia National University, 3(13).
- Hermawan, A. (2012). *Komunikasi Pemasaran*. Jakarta: Erlangga.
- Jauhari, M. (2021). *Cyber Public Relations Membangun Kepercayaan Publik Melalui Media Siber*. LP3DI Press.
- Juariyah. (2023). *Komunikasi Pemasaran Batik Tie Dye Jember Dalam Meningkatkan Produk Lokal*. UM Jember Press.
- Keller, K. L. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (Fifth Edition) (p. 76). Pearson Prentice Hall: Upper Saddle River.
- Kurniasih, D. (2021). *Teknik Analisa*. Bandung: Alfabeta.
- Maryam. (2017). Strategi Marketing Public Relations Dalam Meningkatkan Jumlah Tamu Hotel Pantai Marina Bengkalis. *Jom FISIP*, 4(2).
- Maulidha, R. P. (2022). Analisis Strategi Marketing Publik Relations PT. Citra Mentari Mandiri Dalam Peningkatan Jumlah Pembelian. *Jurnal Ilmu Sosial Dan Pendidikan (JISIP)*, 6(4).
- Moleong, L. J. (2017). *Metode Penelitian Kualitatif (Edisi Revisi)*. Remaja Rosdakarya.
- Morrison. (2016). *Metode Penelitian Survei*. Jakarta: Kencana.
- Murdiyanto, E. (2020). *Penelitian Kualitatif (Teori Dan Aplikasi Disertai Contoh Proposal)*. Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LP2M) Universitas Pembangunan Nasional "Veteran" Yogyakarta Press.
- Murti, T. K. (2019). Pengaruh Brand Image, Promosi dan Biaya Pendidikan Terhadap Keputusan Mahasiswa Melanjutkan Studi Pada Program Studi Pendidikan Ekonomi. *Jurnal Edunomic*, 1.
- Noor, Z. (2017). *Manajemen Bisnis Berbasis Teknologi Digital*. Deepublish.
- Philip Kotler, K. L. (2013). *Manajemen Pemasaran* (p. 365). Jakarta: PT Erlangga.
- Prihodko, K. (2019). Innovative Opportunities and Reserves of Contemporary Marketing

- Communication. *International Journal of Economics and Business Administration*, 7(1).
- Rabbani, D. (2022). *Komunikasi Pemasaran*. PT. Global Eksekutif Teknologi.
- Rahmat, Z. (2022). Marketing Public Relations (Mpr) Sebagai Strategi Pemasaran Yang Efektif Di Tengah Pandemi Covid-19. *Jurnal Pajak Dan Keuangan Negara*, 4(15).
- Ridlo, U. (2023). *Metode Penelitian Studi Kasus: Teori dan Praktek*. Publica Indonesia Utama.
- Rohmah, M. (2023). Pentingnya Marketing Public Relations Dalam Dunia Pemasaran (Tujuan, Fungsi Dan Strategi). *Jurnal Komunikolog*, 2(1).
- Saleh, M. Y. (2019). *Konsep dan Strategi Pemasaran*. CV Sah Media.
- Saraswati, A. (2020). Analisis Strategi Marketing Public Relations Dalam Meningkatkan Loyalitas Customer Sofyan Hotel (Studi Deskriptif Pada Sofyan Hotel Cut Meutia Menteng Jakarta Pusat). *Jurnal Lugas*, 4(2).
- Setiadi, N. J. (2016). *Perilaku Konsumen* (edisi revisi). Jakarta: Kencana Perdana.
- Sinduwiatmo, K. (2018). *Manajemen Public Relation*. Umsida Press.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif dan R & D* (p. 270). Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Tulis, C. (2019). Strategi Marketing Public Relations Dalam Meningkatkan Jumlah Kunjungan Wisatawan Kepulauan Talaud-Sulawesi Utara. *Jurnal Komunikasi Hasil Penelitian*, 5(1).
- Uno, H. B. (2020). *Paradigma Baru Penelitian*. Webinar Magister Pendidikan Dasar.
- Utomo, E. (2022). Strategi Marketing Public Relations Dealer Daihatsu Dalam Meningkatkan Penjualan Mobil Di Masa Pandemi Covid-19. *JIKA (Jurnal Ilmu Komunikasi Andalan)*, 5(1).
- Widuhung, S. (2021). Strategi Marketing Public Relations Petromindo Group Di era Pandemi Covid-19. *Jurnal Public Relations-Jpr*, 2(1).
- Wiraditi, R. (2020). Strategi Marketing Public Relations Dalam Meningkatkan Brand Image PT. Brodo Ganesha Indonesia. *Journal of Creative Communication*, 2(1).
- Zhao, R. (2023). Research on Marketing Communication Strategy of Soft Advertising in Xiaohongshu APP. *SHS Web of Conferences*.