

IMPLEMENTATION OF MARKETING PUBLIC RELATIONS STRATEGIES IN INCREASING THE EXISTENCE OF SAYURBOX

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Abstract. The background of the problem that motivates the research is that in the rapidly growing digital era, companies must be able to adapt to market dynamics to remain competitive. One sector that has experienced significant growth is e-grocery, including sayurbox, which provides consumers with fresh agricultural products from local farmers. However, in 2024 Sayurbox faces challenges in maintaining its existence in the market due to intense competition and changes in consumer behavior after the pandemic. According to populix survey data in 2021, HappyFresh (55%) and Sayurbox (33%) applications dominate the online vegetable shopping market in the Jakarta area. Marketing communications that focus on offering added value are the main factors that influence consumers in choosing such as price, attractive promos, and free shipping. The problem of operational efficiency (layoffs) of sayurbox in 2023 makes sayurbox less reachable to its consumers optimally. From the problems that have been described, sayurbox needs to design a strategy that is more than just product quality, but also builds a strong business reputation after the pandemic. One strategy that can be implemented to improve the existence of sayurbox is through Marketing Public Relations (MPR). This research aims to discuss the implementation of marketing public relations strategies carried out by sayurbox in its efforts to improve the company's existence amid increasingly fierce competition in 2024. The research uses a constructivistic paradigm. Through a qualitative approach with a case study method, this research explores how sayurbox utilizes MPR to build a positive image, increase brand awareness, and retain customers. The results showed that sayurbox implemented a structured PR strategy, focused on building a positive image through highlighting company values, and prioritized transparency in crisis management. Effective communication strategies are used in new product launches. Sayurbox adopts a combination of pull, push, and pass strategies to expand market reach. The pull strategy emphasizes customer interaction through events and special occasions. Push strategies include promotions, bundle deals, loyalty programs, and endorsements. The pass strategy is carried out through community and CSR activities.

Keywords: Marketing Public Relations, Push Strategy, Pull Strategy, Pass Strategy

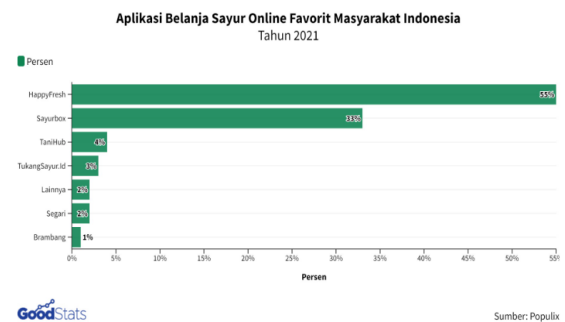
INTRODUCTION

In today's dynamic global economy, businesses have become increasingly focused on global competition and the capacity to adapt to changing market conditions. In the context of a competitive business environment, it is imperative for companies to engage in ongoing improvement of their business activities to ensure enhancement of their overall management performance. The marketing sector plays a crucial role in this process, as it directly impacts the growth of the company. Each company implements a unique marketing strategy, in accordance with its own policies. This is particularly true given the abundance of similar products on the market. A considerable number of entrepreneurs subscribe to the notion that extensive promotion is indispensable for achieving an expanded market reach. Consequently, individuals are inundated with advertisements through various media, including television, radio, newspapers, and brochures disseminated in various locations (Febriyani, 2020).

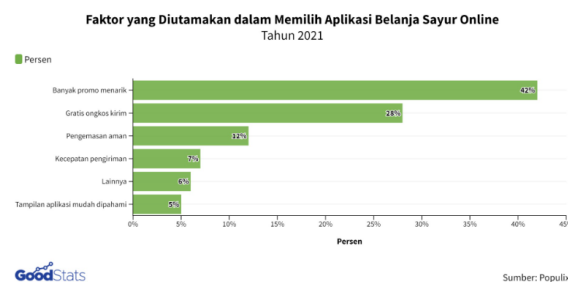
In this modern era, the evolution of the internet has profoundly influenced various facets of life, including business operations. The internet is a prevalent foundation for information systems due to its cost-effectiveness. The increasing prevalence of online shopping is driven by technological advancements in this digital age, with more and more people opting for mobile applications to meet their daily needs. Online shopping offers customers convenience, allowing them to make transactions at any time and from any location.

One sector that has experienced significant growth is e-grocery, an online platform that provides fresh food ingredients. Sayurbox is a leading e-grocery platform in Indonesia, facilitating the procurement of fresh agricultural products from local farmers for consumers. However, in recent years,

Sayurbox has faced significant challenges related to its sustainability in the market. Research conducted by Zebua et al. (2021) has indicated a discrepancy in target markets, attributable to evolving consumer behaviors as individuals returned to in-person shopping following the pandemic. Several of Sayurbox's competitors in Indonesia have their own advantages that consumers consider when choosing an alternative to Sayurbox, as shown by survey data conducted by Populix for online shopping apps in 2021.



There is competitive rivalry among competitors operating mainly in the Greater Jakarta area, with the highest interest in DKI Jakarta, Banten, and West Java (Google trends, 2021). Populix data from 2021 shows that the HappyFresh (55%) and Sayurbox (33%) apps dominate the online vegetable shopping market, while other apps such as TaniHub (4%), TukangSayur.id (3%), and others have relatively small market shares.



Furthermore, a Populix survey shows that the main factors influencing consumers in choosing online vegetable shopping apps are attractive promotions (42%), free shipping (28%), and secure packaging (12%). This indicates that marketing communication

strategies that emphasize value propositions are very important in attracting users. Another issue is the operational efficiency of the company, which caused Sayurbox to lay off employees in 2023 because the growth of the B2C (Business to Consumers) segment did not meet expectations during the pandemic. This has made it difficult for Sayurbox to optimally reach its target market.

From the issues described above, Sayurbox needs to develop a strategy that goes beyond product quality to build a strong business reputation in the aftermath of the 2021-2024 pandemic. One strategy that can be implemented to increase Sayurbox's presence is through Marketing Public Relations (MPR). Marketing Public Relations (MPR) plays an important role as it acts as a bridge between the company, consumers, and the larger community. MPR involves conveying relevant information, programs, and positive impressions to show that the company and its products meet the needs and desires of consumers (Ruslan, 2010). The MPR strategy plays an important role in building a positive company image, increasing consumer trust, and strengthening customer loyalty. With an effective MPR strategy, Sayurbox is expected to increase brand awareness, retain customers, and compete more competitively in the e-grocery market. Based on this background, this study will discuss the implementation of marketing public relations strategies carried out by Sayurbox in its efforts to increase the company's existence amid increasingly fierce competition in 2024.

LITERATURE REVIEW

Research on Marketing Public Relations (MPR) has grown significantly in recent years, reflecting the need for a more integrated and consistent marketing approach. In the context of the agricultural industry, MPR research often focuses on how

marketing communication elements can be combined to create an engaging consumer experience and increase consumer interest. Previous research is an approach to compare current research with previous studies. This is to obtain an overview of the novelty or state of the art of the current research so that there is an overview of the differences with previous studies.

Research by Dewi Mudawamah and Sulistyowati entitled "The Urgency of Marketing Public Relations (MPR) in Building Brand Awareness in the Digital Age" aims to analyze the role of Marketing Public Relations (MPR) in facing these challenges. The results of the research indicate that Marketing Public Relations plays a very significant role in shaping positive brand perceptions, especially in the digital era, which is full of opportunities and challenges. By leveraging social media, influencers, relevant content, and effective media relations management, MPR helps create a credible, responsive, and authentic brand image. This not only supports marketing but also strengthens long-term relationships between brands and consumers, increases loyalty, and minimizes the negative impact of crises or issues that arise (Mudawamah & Sulistyowati, 2024).

Sepin Dwi Putri investigated Margin Coffee & Eatery's public relations marketing strategy and its impact on brand awareness in a study entitled "Margin Coffee & Eatery's Public Relations Marketing Strategy in Building Brand Awareness." The study used a descriptive quantitative method with a constructivist paradigm. The results of the study show that in order to increase brand awareness among customers, Margin Coffee & Eatery has implemented various strategies such as pull, push, and pass strategies. However, despite these efforts, this coffee shop faces challenges that hinder it from becoming more popular, including factors such as location, limited marketing budget,

and inadequate social media engagement. Overall, in addition to addressing other factors such as location and online presence, this study highlights the importance of implementing effective public relations strategies to increase brand awareness (Putri S, 2023).

The Marketing Public Relations (MPR) strategy used by the fashion business Meccanism during the Covid-19 pandemic was analyzed in a study conducted by Dewi Nur Azizah and Siska Yuningsih. This study aimed to determine the strategies implemented by Meccanism that had a significant impact on consumer purchasing interest. Using a qualitative research approach, this study found that Meccanism used an MPR strategy with three branches. These strategies consist of pull, push, and pass components. The pull strategy includes Instagram live sessions, giveaways, and other ways to share information and products through various channels. The push strategy focuses on partnerships with e-commerce platforms. This strategy also includes webinars and promotional discounts. Finally, the pass strategy aims to shape and influence opinion by sponsoring social activities and participating in charitable initiatives. Overall, Meccanism is effective in using this MPR strategy to promote its brand and maintain consumer interest during the pandemic (Azizah & Yuningsih, 2023).

Research conducted by Safira Dwinawati Safitri and Sa'diyah El-Adawiyah entitled "Implementation of Marketing Public Relations at PT Kapitol Era Mas" aimed to analyze the Marketing Public Relations of PT Kapitol Era Mas. The theory used was Philip Kotler's MPR, which includes Publications, Events, Identity, Media, News, Speeches, Public Activities, Sponsorship, Press Relations, and Publicity. The research used qualitative methods. The results showed that two important and interrelated tools for achieving success in

MPR at PT Kapitol Era Mas are Publicity and Events (Safitri & El-Adawiyah, 2023).

Previous research is needed as a literature review to gather theories and findings related to MPR. The author focuses on previous research relevant to the research problem, especially those related to marketing public relations. Data and findings from previous studies are very important in this study. The researcher carefully studied previous studies on this topic to assist in the research. This was done in the hope of providing the necessary framework and insights for the research to be conducted. The innovation or difference between this study and previous studies is in the research object, namely Sayurbox.

Public Relations. According to the International Public Relations Association (IPRA), PR is a management function carried out in a planned and sustainable manner by an organization or institution with the aim of building mutual understanding, sympathy, and support from the public. Through various planned and widespread lighting activities, PR seeks to achieve more productive cooperation, and meet common needs efficiently (Andhita Sari, 2017).

(Nova, 2011) describes that the PR Mix, or Public Relations strategy, includes several key elements:

1. **Publications:** The PR function involves disseminating information through various media about the organization's activities to make it known to the public. The main task of PR is to create news and establish cooperation with the media to build a positive image of the organization.
2. **Organizing Events:** PR designs events to introduce products or services, connect with the public, and influence public opinion.
3. **News Creation:** PR creates news through press releases, newsletters and other

media. Good writing skills are essential for PR practitioners to create publicity.

4. Community Engagement: PR builds good relationships with community groups through social interaction. It aims to maintain a positive relationship between the organization and the community.
5. Information Delivery and Image Building: The main function of PR is to provide information to the public and build a positive image.
6. Lobbying and Negotiation: PR practitioners need to have lobbying and negotiation skills to reach agreements and gain support from influential parties.
7. Social Responsibility: PR activities should reflect the company's social responsibility to society. This will improve the company's image in the eyes of the public

In concept, the function of public relations when carrying out its duties and operations, whether as a communicator, mediator, or organizer, according to (Effendy, 2013) in his book, *Public Relations A Communicologist* is as follows:

1. Supporting management activities in achieving organizational goals.
2. Build harmonious relationships between the organization and the internal public and external public.
3. Creating two-way communication by disseminating information from the organization to its public and channeling public opinion to the organization.
4. Serving the public and advising organizational leaders in the public interest.

Marketing Public Relations (MPR). Marketing Public Relations' was first coined by (Harris L, 1991). *“Marketing Public Relations is the process of planning and evaluating programs that encourage purchase and customers satisfying through*

credible and their products with need, concern of customers.”

According to (Ruslan, 2010), Marketing Public Relations (MPR) is a series of activities that are planned and evaluated to encourage customers to buy products and feel satisfied. This activity is carried out through communication that provides trustworthy information. This communication also aims to create a positive impression of the company and its products, in accordance with customer desires.

(Ruslan, 2010) states that Marketing Public Relations (MPR) has the following characteristics:

1. Focuses on developing a positive company image among external publics and customers.
2. Aimed at achieving mutual understanding between the company and the target public.
3. Striving for synergy between marketing functions and Public Relations.
4. Having effectiveness in building brand recognition and knowledge.
5. Playing a role in supporting the implementation of the marketing mix.

Meanwhile, Thomas L. Harris as quoted in (Azizah & Yuningsih, 2023) stated three strategies of Marketing Public Relations (MPR).

1. Pull strategy, which is an effort to attract consumers to use products or services through mass media publications.
2. Push strategy, which is an effort to encourage sales increases through strategies focused on increasing purchase volume.
3. Pass strategy, which is an effort to form positive public opinion through various activities such as socialization and participation in community activities.

Strategy. In the business world, strategy can be defined as the process of setting the direction of organizational development and

the means to achieve an advantage in competition (Chris Rowley & Keith Jackson, 2012). The concept is rooted in the Greek word “strategos,” which originally referred to a military command role. According to communication experts (Effendy, 2013), strategy is basically planning and management to achieve predetermined goals. Strategy not only acts as a directional guide, but must also include detailed operational tactics.

George A. Steiner, in his book “Communication Planning and Strategy” (Cangara, 2013), states that there is no standardized and universally accepted grouping of strategies. However, strategies can be categorized based on their dimensions, namely:

- a. Based on Scope: Strategies can be designed with a broader or narrower scope, depending on the understanding and needs of the organization.
- b. By Level of Organization: Strategies can be structured based on the hierarchical levels within the organization, where each division has a specific strategy that supports the company's main strategy.
- c. Based on Resources: Strategies can be classified based on the type of resources used, both material (such as labor) and non-material (such as leadership style or corporate values).
- d. By Purpose and Function: Strategies can be categorized based on the objectives to be achieved, such as growth strategies that are commonly applied by many companies.
- e. Based on the Manager's Personal Strategy: These strategies reflect the manager's style and approach, which becomes more significant to the organization as the manager's position in the corporate hierarchy increases.

New Media. New media refers to a variety of communication technologies that utilize

digitization and are easily accessible privately as a means of communication (McQuail, 2011). New media emerges as a result of innovation from old media that is less relevant to current technological developments. Conventional media such as television, movies, magazines, and books do not necessarily disappear, but evolve and adapt in the form of new media. According to (Flew, 2008), new media emphasizes on media content formats that combine and unify data such as text, sound, images, and others in digital format. Its dissemination is done through the internet network, which currently greatly facilitates access to new forms of communication media.

1. New media includes various aspects, including:
2. As a means of entertainment, pleasure, and media consumption patterns.
3. As a new way of representing the world as a virtual society.
4. As a new form of relationship between users and media technology.
5. As a new experience in the formation of self-image, identity, and community.
6. As a concept of the biological relationship between the body and media technology.
7. Includes media culture, industry, economy, access, ownership, control and regulation.

METHOD

A paradigm is a way of viewing the world that each individual possesses. Each individual's way of viewing the world is different, so when conducting research, each researcher will do so in a different way. It is this paradigm that helps a researcher determine which topic they want to choose as the subject of their research (Goso, 2017). The paradigm used in this study is the constructivist paradigm. This paradigm views social science as a systematic analysis

of socially meaningful actions through direct and detailed observation of the social actors concerned creating and maintaining/managing their social world.

The researcher chose the case study research method because this method is considered appropriate and can be used in the research being studied, because through the results of the case study, all results of the research can be described in detail and in depth, and all kinds of research results can be obtained through various data sources. The results of this research were obtained from sources through observation, interviews, and literature studies, from which the researcher learned about Sayurbox's public relations marketing communication strategies to increase its existence.

In this case, the research subjects were selected based on the issue being studied, namely Sayurbox's public relations marketing strategy in maintaining its existence after the COVID-19 pandemic. The informants selected for this study were PR managers who had a good understanding of the issue being studied. These informants were selected because they could provide valuable data and information for this study.

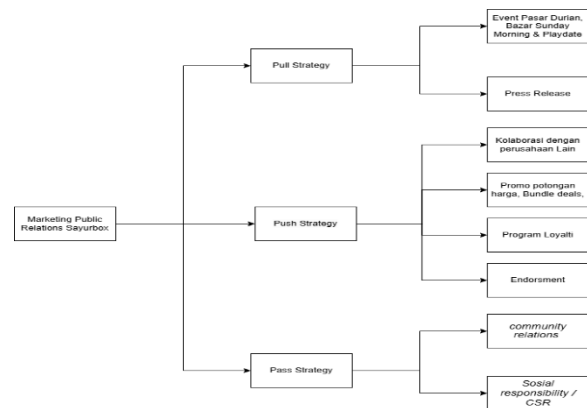
The data collection technique used in this study was interviews. Interviews are a form of communication in which information and ideas are exchanged through questions and answers to gain a deeper understanding of a particular topic. The purpose of interviews is to analyze and evaluate the accuracy of the information collected. In this study, the interview format used was unstructured interviews, which allowed researchers to freely explore the ideas presented by participants without following a set of predetermined questions. In this study, the techniques used were data collection, data reduction, data presentation, and data verification. Data were collected through interviews, observation, and literature study, then reduced according to the validity of the

research focus and grouped systematically. The analysis process was carried out by identifying patterns and describing them based on previous theories and findings that served as references.

This study uses triangulation of sources as the main technique to test data credibility, involving a comparison of information from three sources: key informants (internal Sayurbox), supporting informants (Sayurbox consumers), and secondary data (Sayurbox social media and online news). The source triangulation process was carried out by comparing information from these three sources, where convergence of information strengthened the credibility of the data, and differences or inconsistencies were followed up with further investigation and verification.

RESULTS AND DISCUSSION

Finding



Referring to the expression of Thomas L. Harris in (Azizah & Yuningsih, 2023), the concept of Marketing Public Relations (MPR) is understood as a process of planning, implementing and evaluating programs that can stimulate consumer purchases and satisfaction through communication about related information that can be trusted, and through positive impressions that are generated and related to

product identity in accordance with the needs, desires, concerns and interests of consumers. MPR includes Pull, Push and Pass Strategy.

Pull Strategy. Sayurbox focuses on customer relationships, using a pull strategy to bring relationships closer to its customers. The findings in this study use social media as a platform to organize events such as the Durian Harvest Party to interact with its customers. This event, which is held twice a year in Jakarta in 2024. In addition, sayurbox utilizes exhibitions or fairs to attract consumer attention and promote their products. Publications are also done to maximize promotion in reaching their consumers. Sayurbox utilizes social media to promote their products, ensuring their publications are visually appealing.



Figure 1. Pesta Durian by Sayurbox

Push Strategy. Sayurbox uses persuasive marketing strategies to drive successful marketing. In addition to social media, sayurbox also adopts a Push strategy by collaborating with other parties to further promote their products. They conduct various sales promotions as part of this strategy. Here's the sayurbox push strategy:

Discount. Sayurbox often provides discounts on certain products. Discounts can be given in the form of a percentage or a price that is cheaper than the normal price. Some examples are Flashsale, Payday Promo, Save Price. This form of promotion is able to

increase consumer buying interest and increase product sales.



Figure 2. Discount by sayurbox

Bundle Deals. Sayurbox often offers bundle deals or product packages at a lower price. In this promotion, consumers can get several products at a lower price when compared to buying these products one by one. These bundle deals can increase consumer purchases and increase sales of the products offered.

Loyalty. Sayurbox also has a loyalty program that provides special benefits for members, such as Give away, special Coupon discounts, or exclusive sales promotions. Give away is one of the loyalty programs offered by sayurbox to customers by holding a challenge. promotions in the form of discounts on special dates or on big days. This loyalty program can increase consumer loyalty and motivate them to buy products at sayurbox repeatedly.



Figure 3. Loyalty Program by Sayurbox

Endorsement. Endorsement is a form of marketing strategy by using someone called

an endorser to influence an individual or a group Endorsement has become prevalent in today's marketing landscape, which involves using celebrities or influencers to promote products. These people have significant influence, and their involvement serves as a brand communication channel. By acting as spokespersons, they lend their popularity, personality and social status to endorse the brand. Endorsements play an important role in attracting attention and conveying a message about a product. The main purpose of using endorsements in advertising is to provide support and encouragement to the advertising message, making it more appealing to consumers. This approach also serves to instill confidence in consumers regarding the advertised product, which ultimately helps its growth and acceptance.



Figure 4. Endorsment by Sayurbox

Pass Strategy. Pass strategy is carried out to influence or persuade the audience in order to create a favorable public opinion for sayurbox itself. For example, through various community relations or social responsibility activities so that the community can potentially support the achievement of marketing public relations goals. In community relations activities, sayurbox collaborates with communities with the same goal. Not only that, carrying out Sustainability and CSR activities by Sayurbox is expected to change people's perceptions. Positive

image formation with the power of Public Relations, activities in the form of Sustainability and CSR that are routinely carried out and published on social media.

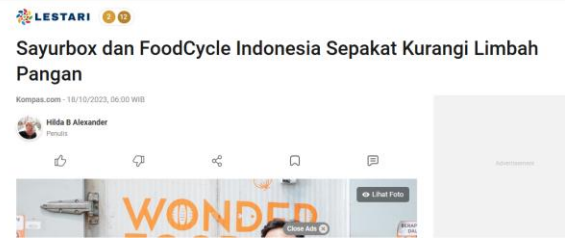


Figure 5. Collaboration with Community by Sayurbox



Figure 6. CSR By Sayurbox

Discussion

Public Relations Communication Process. Public Relations (PR) management is crucial for effective communication with stakeholders, both internal and external, in order to maintain a company's reputation and contribute to its success. This requires strategic planning, as well as the ability and maturity to manage strategic communications. According to Harris (1991), there are three main PR strategies: a pull strategy, which involves attracting stakeholders; a push strategy, which focuses on influencing stakeholders; and a pass strategy, which aims to shape public opinion. Before analyzing these strategies, the researcher refers to the PR strategy described by Cutlip and Center as a framework for marketing sayurbox products. Overall, PR management plays a crucial role in

establishing and maintaining positive relationships with stakeholders. It involves four stages: Defining Public Relations Problems, Planning and Programming, Taking and Communicating, and Evaluating the Program.

This research focuses on the implementation of MPR strategies in building the existence of sayurbox, so that the data obtained from interviews researchers must be able to provide comprehensive justification.

PR conducts program planning, implementation, and evaluation. (Cutlip & Broom, 2007) convey in his book entitled “Effective Public Relations” about the process of public relations strategy that there are four stages in designing a strategy. the stages are:

Defining Problem. The first stage is to collect problems in the field and identify them to be used as temporary data in designing strategies. The problem faced by sayurbox is the lack of growth of the target market from sayurbox. Some of the factors that might cause the sayurbox target market not to grow are:

- a. Lack of understanding of consumer needs, sayurbox must understand well the needs and preferences of their consumers, such as the types of vegetables that are most in demand, the desired product quality, and the price that fits the budget. By understanding this, sayurbox can customize their services to be more relevant to consumers.
- b. Intense competition The fresh vegetable delivery industry is already highly competitive in Indonesia. sayurbox should be able to offer unique added value and highlight their advantages over other competitors.
- c. Lack of promotion and branding sayurbox needs to improve their

promotion and branding to increase brand awareness and attract more potential customers. They can conduct online or offline advertising campaigns, participate in market events or food festivals to introduce their brand to the public.

Referring to research (Permana & Tomohardjo, 2023) with the title “integrated marketing communication strategy in supporting indogrosir brand reputation” that with the right positioning, targeting strategy, it can differentiate itself from competitors and improve brand reputation in the minds of consumers. That way increasing customer loyalty and expanding market share. Planning and programming

Taking Action and Communication. This section is about realizing various concepts of strategies that have been designed for branding. Utilizing interactive marketing, Sayurbox uses interactive marketing as part of its marketing strategy. Interactive marketing is a form of marketing that involves two-way interaction between the company and customers, where customers play an active role in the marketing process. Some forms of interactive marketing used by Sayurbox are:

- a. Sayurbox website has a website that provides complete information about promotions and news, namely www.sayurbox.co.id.
- b. Sayurbox has a mobile application called Sayurbox. The official application that can be downloaded and used by consumers. This application is designed to make it easier for customers to shop and check promotional information, so customers can use it to get information on cheaper prices.

Strategizing is a very significant part before realizing the strategy. Everything that is designed must be truly based on data that matches the circumstances in the field. sayurbox makes a smart plan to develop a

strategy that is communicated with the CEO. The strategies compiled are used various promotional strategies that have been agreed upon. This result is in accordance with the research conducted (Nurhidayanti et al., 2020) with the title “The Effectiveness of Promotion on Social Media on Customer Purchase Decisions at Gallery DEWDEW Collection Based on the AIDA Model” that digital marketing conducted by involving consumers will create a good effectiveness on social media. By joining consumers on a social media page, it makes it easier for digital marketing practitioners to attract their attention by providing interesting promotional content.

Evaluating of The Program. This stage leads to the stage of assessing the effectiveness of the strategies that have been implemented. In addition, whether there is an increase in visitors after the program is implemented. Whether customers receive satisfaction and provide good feedback to Sayurbox.

The structured and systematic PR strategy of Sayurbox, starting from problem identification to result evaluation. This shows a planned and measurable approach in their PR activities. They are able to overcome market challenges such as competition and slow target growth with the right strategies. Referring to research (Safli et al., 2023) the stages of problem analysis, plan development, communication action, and evaluation. All stages are implemented in digital public relations to develop engagement strategies for dialog forums with a primary focus on crisis mitigation and educational campaigns. The incorporation of analytical tools such as SOAR or SWOT in digital public relations management evaluation programs can provide holistic improvements.

PR Creates Beneficial Public Opinion. From the results of the Sayurbox research, it

attempts to influence public opinion in forming a positive image. PR Sayurbox works to build and maintain a positive image of the company in the eyes of the public. This is done by highlighting values such as support for local farmers, the quality of fresh products, and sustainable business practices. By effectively communicating these values, Sayurbox strives to create a positive perception among consumers and other stakeholders. This aligns with the statement (Nahrullah & Saputra, 2011) that the function of public relations is how to foster harmonious relationships between the organization and its public, to prevent psychological barriers, both arising from the organization and from its public, and to form a corporate image, meaning the role of public relations strives to create an image for the organization or its institution.

PR Carries Out Crisis Management. In the research results, sayurbox conducted a transparent communication strategy delivered by sayurbox PR for crisis management as follows “*Here we try not to cover up something, it is the reality like this but in PR we are not advised to cover up something, don't let the public know from other people, for example there is news about efficiency, Behind that for 4 years running open communication if there is positive news we encourage as much as possible not only the media, press releases*” (Interview: Kristofus Hartanto, April 14, 2024).

Based on the description above, Sayurbox covers several important aspects. First, PR acts as an expert advisor, which means they must be able to provide solutions when the company faces problems related to the public. Second, PR acts as a communication facilitator, which serves as a bridge to convey and receive information between the public and management, or vice versa. Finally, PR must be able to build and maintain good relationships between the

company and the community, thus creating a conducive organizational environment, a healthy work climate, and a positive image in the eyes of the public (Rafi, 2019)

Referring to research (Kurnia et al., 2024) that the application of transparency and open communication by PT Pupuk Kalimantan Timur proved to be a key factor in building public trust and strengthening relationships with stakeholders, especially in dealing with crises such as the explosion incident at Factory 5. Through the application of the principles of excellence theory in PR, PT Pupuk Kalimantan Timur managed to respond to the incident quickly and provide a clear and transparent response. The four most important functions of MPR according to (Effendy, 2013) are acting as a communicator in activities, acting as a bridge between the organization and stakeholders, acting as a guardian of the organization's image, and acting as a management advisor in making decisions.

PR Launching PLATO Products. Sayurbox has launched a new product called PLATO. The following is a statement from PR Sayurbox:

"Last year, we worked with Centrigo on a product called PLANTO. PLANTO is a vegetable that is ready to cook and eat, and the packaging has a unique QR code that allows us to track the product from the farmer to the cook, as well as the cooking instructions. " (Interview: Kristofus Hartanto, 14 April 2024)." (Interview: Kristofus Hartanto, April 14, 2024).

Public Relations (PR) is instrumental in the success of a new product launch, with the role of PR being to generate interest and anticipation, ensuring the product is well-received by the market. Through tactics such as press releases, media interviews, and social media teasers, PR builds awareness and captures the attention of consumers and the media before the official launch.

Furthermore, PR plays a pivotal role in articulating a coherent and consistent message for the product, encompassing its key features, benefits, and unique selling points. By crafting a compelling narrative and ensuring a clear and consistent message, PR facilitates consumer understanding of the new product and why they should choose to purchase it. The absence of a robust PR strategy can hinder the success of even the most exceptional products in the marketplace.

As Sumampouw et al. (2016) explain, direct media is a form of PR activity involving the direct provision of information to the mass media by PR practitioners representing the company. Methods employed include press conferences, press releases and product launch events.

PR Adopts Integrated Pull, Push, and Pass Strategy. Combining Marketing Tactics, Sayurbox employs an amalgamation of pull, push, and pass strategies to reach diverse market segments, thereby facilitating access to a more expansive target audience. The organisation's ability to engage in negotiations with customers is a distinct advantage. Referring to Rahmat's (2022) research, the potential for MPR to maintain connections with consumers, build trust, and maintain a positive image is clear in limited conditions, such as those resulting from the pandemic.

Table 1. Marketing Public Relations Strategy – Sayurbox

Marketing Public Relations Strategy	Implementation	Objective	Success Indicators	Strategy (Pull, Push, Pass)
Event Marketing	Organizational events or webinar	Increase brand awareness and	Participation in events	Pull Strategy : Attract consum

	s involvin g consum ers and influen cers to introduc e Sayurbo x products .	engage ment.	and audien ce engag ement.	ers through direct experie nces and events.	Review Strategy	reviews from satisfied custome rs across digital platform s.	custom ers. review s.	testim onials and review s.	ers to share their experie nces with the product.
Content Marketi ng	Create and share high- quality content such as blogs, videos, and infograp hics to educate the market.	Build authori ty and enhanc e consu mer underst anding of the product s.	Numb er of views, likes, and shares of the conten t.	Pull Strategy : Attract consum ers to seek and interact with the content.	Media Relation s	Build relations hips with local and national media for publishi ng articles, news, and features about Sayurbo x.	Increas e brand visibilit y and attract public attentio n.	Numb er of publis hed media article s and media reach.	Push Strategy : Dissemi nate informa tion proactiv ely to media outlets.
Social Media Engage ment	Respond to inquiries , share updates, and host quizzes or competit ions on social media.	Increas e consu mer engage ment and brand loyalty.	Growt h in interac tions and comm ents on social media.	Pull Strategy : Encoura ge consum ers to interact more closely with the brand.	Influenc er Campai gn	Collabor ate with influenc ers to promote Sayurbo x products on social media and other platform s.	Attract new consu mers and strengt hen brand trust.	Growt h in follow ers, clicks, and transa ctions from influe ncer promo tions.	Push Strategy : Use influenc ers to “push” content to their audienc es.
Custom er Testimo nial &	Collect and showcas e testimon ials or	Enhanc e credibil ity and attract more	Increa se in numbe r of positiv e	Pull Strategy : Encoura ge consum	Crisis Manage ment	Handle issues or crises affectin g	Mainta in brand reputati on and	Speed of respon se and reduct	Push Strategy : Activel y

	Sayurbo x's reputati on through open and timely commun ication.	public trust.	ion of crisis impact . mitigate and control the crisis.	commu nicate to mitigate and control the crisis.		Internal Commu nication	Dissemi nate informat ion to employe es about compan y and product develop ments to enhance internal participa tion.	Strengt hen internal unity and align corpora te vision.	Emplo yee engag ement and satisfa ction levels.	Pass Strategy : Foster internal commu nication that support s external PR initiativ es.
Corpora te Social Respons ibility (CSR)	Conduct CSR program s such as donation s or social campaig ns supporti ng sustaina bility and commun ity welfare.	Build a positiv e image and increas e custom er loyalty.	Aware ness of CSR initiati ves and positiv e comm unity feedba ck.	Pass Strategy : Promot e CSR awarene ss through visible commu nity actions.						
Partners hip & Sponsor ship	Establis h partners hips with compani es or events to introduc e Sayurbo x to new audienc es.	Increas e brand exposu re and expand networ ks.	Numb er of partne rships and impact of spons ored events .	Pass Strategy : Leverag e third- party partners hips or sponsor ships to extend brand reach.						

The Push, Pull, and Pass strategies implemented by Sayurbox have been effective, as seen in the interview results. Sayurbox's positive marketing results demonstrate its effectiveness. Researchers also interviewed customers of Sayurbox. After interviewing several Sayurbox customers, the following are the results:

“At first, I ordered just for fun, but when the package arrived, it was packed so properly — in a box with ice cubes to keep the fish/meat/juice fresh. The vegetables were also very fresh, none were damaged. I could find many organic vegetables and ingredients I was looking for. Very satisfied and impressed! Everything was great — good service, on-time delivery, and very proper vegetable packaging.” (*Interview with AO on January 4, 2025*)

“For someone lazy like me, Sayurbox is really helpful. It’s convenient and has a lot of variety. Delivery to my house was on time, just as scheduled. I’m satisfied, though the papaya wasn’t very sweet.” (*Interview with SR on January 4, 2025*)

The food quality is good, packed safely, and they often give vouchers or discounts. Delivery is fast too. Shopping is hassle-free — no need to go out or visit the market. I’m satisfied, but now the prices and

delivery fees are much higher.” (*Interview with IN on January 4, 2025*)

“I found out about Sayurbox from a friend who had shopped there before and from Instagram ads. I was curious to try because of the same-day delivery service and the wide range of products. Very satisfied with the fast delivery and proper, secure packaging.” (*Interview with RS on January 4, 2025*)

“I saw it on social media. It’s simple and instant. I buy only when needed, and I’m satisfied with the quality.” (*Interview with WI on January 4, 2025*).

CONCLUSION

The Marketing Public Relations (MPR) strategy serves as a crucial component in sustaining Sayurbox’s market presence and strengthening its competitive position. Sayurbox adopts a differentiation strategy, in which each division or department optimizes its programs and conducts continuous evaluations of ongoing initiatives. This approach ensures that every operational aspect aligns with the company’s broader communication and branding objectives.

Based on the findings of this study, the implementation of Sayurbox’s MPR strategy is grounded in stakeholder analysis, audience analysis, and issue analysis, which form the foundation for effective communication planning and execution.

1. Sayurbox’s PR activities are structured and systematic, beginning with problem identification, followed by program execution, and ending with performance evaluation. This systematic framework allows for a measurable and responsive communication process.
2. Sayurbox’s PR focuses on developing a positive corporate image by highlighting key company values such as the empowerment of local farmers and the commitment to delivering high-quality

products. Through consistent messaging, Sayurbox strengthens its reputation as a socially responsible and customer-oriented brand.

3. In managing crises, Sayurbox emphasizes transparency and open communication, demonstrating both accountability and integrity. The PR function plays a vital role as an advisor and communication facilitator, helping the company maintain public trust during critical situations.
4. The successful launch of new products, such as PLANTO, showcases Sayurbox’s effective communication strategy in generating market enthusiasm and acceptance. The use of direct media proved to be an efficient tool in reaching the target audience and stimulating consumer engagement.
5. Sayurbox integrates pull, push, and pass marketing strategies to effectively reach diverse market segments. This multi-faceted approach enables the company to expand its market reach and strengthen customer relationships. Furthermore, Sayurbox’s negotiation capabilities with customers serve as an additional strength, enhancing both trust and customer loyalty.

In conclusion, Sayurbox’s Marketing Public Relations strategy demonstrates a comprehensive and adaptive approach that not only maintains brand reputation but also ensures long-term sustainability through strategic communication, stakeholder engagement, and continuous innovation.

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