

Strategi Komunikasi *Public Relations* Kantor Cabang Bank Mandiri Kota Padang Kepada Publik Dalam Menyosialisasikan *Mobile Banking Livin' By Mandiri*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan mengidentifikasi Strategi Komunikasi *Public Relations* Kantor Cabang Bank Mandiri Kota Padang Kepada Publik Dalam Menyosialisasikan *Mobile Banking Livin' By Mandiri*, dilihat dari strategi komunikasi PR nya, dalam menyosialisasikannya, serta tantangan yang dihadapi saat menyosialisasikannya. Strategi Komunikasi *Public Relations* Kantor Cabang Bank Mandiri Kota Padang Kepada Publik, dilakukan untuk mengenalkan *Livin' by Mandiri*, meningkatkan pengguna, membangun *brand image* serta meningkatkan *brand awarness*.

Strategi Komunikasi *Public Relations* Kantor Cabang Bank Mandiri Kota Padang direncanakan oleh divisi Marketing unit *Officer Transaction Banking Retail* yang diakusisi oleh *General Banking Manager* dan dilaksanakan oleh semua pegawai bank Mandiri. Untuk mendeskripsikan penelitian ini, penulis menggunakan teori *PENCILS* oleh Philip Kotler. Dalam teori ini terdapat tujuh elemen di dalamnya yang merupakan strategi dari *public relations* yang terdapat pula di setiap strategi KC bank Mandiri kota Padang, diantaranya *Publications, Event, News, Community Involvement, Identity Media, Lobbying, Social Investment*.

Strategi Komunikasi *Public Relations* Kantor Cabang Bank Mandiri Kota Padang menerapkan teori *PENCILS* Philip Kotler pada setiap strategi yang mereka terapkan, meskipun demikian masih ada tantangan yang harus dihadapi oleh divisi Marketing unit *Officer Transaction Banking Retail* sebagai *public relations* kantor cabang bank Mandiri kota Padang terhadap publik.

Kata Kunci : Strategi, *Public Relations*, teori Pencils Philip Kotler, *Livin' by Mandiri*

Communication Strategy For Public Relations of Bank Mandiri Branch Office in Padang City to the Public in Promoting Livin' By Mandiri Mobile Banking

ABSTRACT

This research aims to find out and identify the Public Relations Communication Strategy of the Bank Mandiri Branch Office in Padang City to the Public in Socializing Livin' By Mandiri Mobile Banking, seen from the PR communication strategy, in socializing it, as well as the challenges faced when socializing it. The Public Relations Communication Strategy of the Bank Mandiri Branch Office in Padang City to the Public was carried out to introduce Livin' by Mandiri, increase users, build brand image and increase brand awareness.

The Public Relations Communication Strategy for the Bank Mandiri Branch Office in Padang City was planned by the Retail Transaction Banking Officer Marketing unit division which was acquired by the General Banking Manager and implemented by all Bank Mandiri employees. To describe this research, the author uses the PENCILS theory by Philip Kotler. In this theory there are seven elements in it which are public relations strategies which are also found in every KC strategy of Bank Mandiri in the city of Padang, including Publications, Events, News, Community Involvement, Identity Media, Lobbying, Social Investment.

The Public Relations Communication Strategy of the Bank Mandiri Branch Office in Padang City applies Philip Kotler's PENCILS theory to every strategy they implement, however there are still challenges that must be faced by the Retail Transaction Banking Officer Marketing unit division as public relations for the Mandiri bank branch office in Padang city towards the public.

Keywords: Strategy, Public Relations, Philip Kotler's Pencils theory, Livin' by Mandiri