

Implementation of Public Relations Marketing Strategy in Marketing OmJeckBelintang

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Abstract : The OmJeckBelintang application was introduced to the East OKU South Sumatera Province community so that people were able to have experience in acquiring the benefits of technology by using a technology-based online motorcycle taxi application. In addition, OmJeck was also working to develop applications with various features including JeckFood, FoodDrinks, JeckBlanja, JeckMo, Education, OmCar, and JackAgroto provide transportation motorcycle taxi services. Moreover, this application also provided a system that helps in replenishing regular pulses, internet quota and electricity tokens. The payment system in this application was also be accessed using OVO, Dana, and LinkAja. It was important to implement a marketing public relations strategy to facilitate the achievement of company goals. Because using an electronic money payment system will make it easier for consumers to pay bills and someone no longer needs to carry cash. As for the marketing public relations strategy, there were three types of strategies, namely the Pull Marketing Public Relations Strategy, the Push Marketing Public Relations Strategy, and the Pass Marketing Public Relations Strategy.

Keywords: *Marketing Public Relations, Pull Strategy, Push strategy, and Pass strategy*

1. INTRODUCTION

Current technological developments have penetrated into various sectors. Many things can be done by simply holding your hand. "Innovation is a research, development and / or engineering activity carried out with the aim of developing the practical application of new values and scientific contexts, or new ways of applying existing science and technology to products or production processes" according to Law No. 19 of 2002. We have encountered many innovations that have been made by the nation's children for the convenience and progress of society by maximizing the use of technology. Without exception, transportation, be it land, sea or air, have operated by utilizing technology, so that people who wish to place orders can be made in advance for the effectiveness and efficiency of ordering time.

Likewise, with land transportation modes which are currently developing quite rapidly with applications that can be used for ordering not only as a means of transportation but also used as a tool to support other activities such as delivery of goods, ordering food, and so on.

Along with technological developments, almost all aspects of life have shifted from conventional systems to technology-based systems. Technology is used to make life easier and a solution to various problems. Likewise, the online motorcycle taxi application is developing in the Belintang area, East OKU Regency, South Sumatra. This application system was created by a nation named HadiBuhroWijaya, S.Si. He is a teacher at MAN 1 OKU Timur. In addition, he also serves as chairman of the KomunitasCintaSedekah. OmJeck is the first application in OKU Timur, a modern motorcycle taxi application that is very helpful for the mobility of the residents of Belintang and its surroundings.

According to HadiBuhroWijaya (2020) in the interview stated that "apart from being a tool to facilitate citizen mobility, this application is also equipped with various features that can help residents meet their needs in the agricultural sector, payment, and as a means of ordering food,"

said Hadi who is a physics graduate of Lampung University. *"Apart from that, this application can also assist students and students in finding or increasing income as part time workers to increase pocket money and as income to increase school and tuition fees."*

As a new application, the new online motorcycle taxi industry needs a strategy similar to the strategy adopted by the online motorcycle taxi industry, which has previously operated in a wider area. At first the innovation in the creation of this application was due to areas that could not be reached by online motorcycle taxi applications such as the leading ones, namely Gojek and Grab. Thus, created an application that operates and can be used to facilitate the surrounding community. As a new application, many improvements and steps are needed so that the goals of an organization's vision and mission can be achieved.

As a new application based on online transportation, the researchers conducted research by looking further whether a public relations marketing strategy was effective in increasing consumer interest and to determine the impact caused by applying this method.

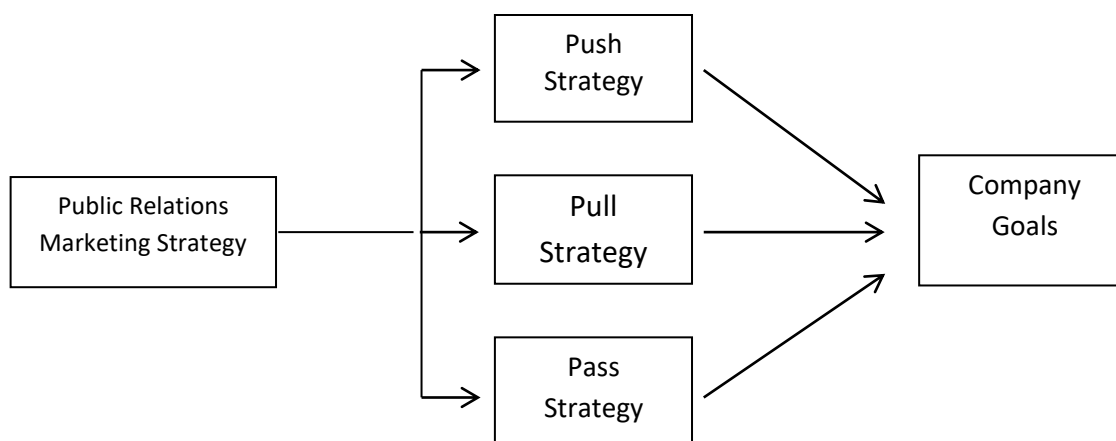
Marketing public relations is used to introduce and market technology-based products. Various public relations marketing tools are used to introduce new services to the public. Technology-based services must be able to be marketed in such a way that people are able and willing to take advantage of them. Departing from the problem because he wanted to create convenience for the people of OKU Timur, especially Belitang. OmJeck is a new means of transportation in OKU Timur that provides online motorcycle taxi services. Although still with a limited range. Not only transportation services, but Omjeck also provides new services such as JackFood, FoodDrinks, JackBlanja, JackMo, Edukasi, OmCar, and JackAgro.

Omjeck itself was first marketed in the Gumawang area, Belitang District, OKU Timur Regency, South Sumatra. Because at that time people were still using conventional motorcycle taxis, so they created the application. However, after being used, the community's response has responded positively to this application, but it needs various improvements and strategies that must be done to improve the quality of service to the community and can develop like other applications.

This study was to analyse whether the implementation of the strategy in marketing the Omjeck Belitang as a technology-based means of transportation through Marketing Public Relations (Push, Pull, and Pass) in its development and introduction in society can be used as a marketing tool for the success of this application.

Theoretical framework is the identification of theories that serve as a basis for thinking to carry out a study or in other words to describe the frame of reference or theory used to study problems. According to Ferguson (2018) in the Journal of Public Relations Research the importance of a well-founded theory for PR practice becomes clear. Practitioners can choose to make decisions based on intuition or hunch, or these decisions can be based on generalizations drawn from empirical evidence. For example, the hypothesis that messages conveyed through print media are easier to learn and remember than those conveyed by interpersonal communication is a generalization that can be of great help to practitioners. Many different fields or bodies of knowledge can provide this generalization. The field of psychophysiology, for example, offers findings that may be of great value to practitioners; It became clear that the introduction of new stimuli in television messages could sharply increase attention.

The public relations marketing strategy implemented by the technology-based motorcycle taxi application, in this case is OmJeck Belitang as follows:



Picture 1

Source: RusadyRuslan, Management of Public Relations and Media Communications. 2006

In conducting their business operations, online motorcycle taxi service businesses must use a marketing strategy, one of which is to prioritize customer service. One of the things that can be done is a marketing public relations strategy. Public marketing as a process of planning, executing, and evaluating programs that encourage or encourage consumer purchase and satisfaction through credible communication in conveying information and creating impressions that identify companies and their products with consumer needs, wants, concerns and interests.

In principle, Marketing Public Relations is a planned activity and a continuous effort to establish and develop good will and mutual understanding between an organization and society. Marketing public relations (MPR) emphasizes not on selling (as in advertising activities), but the role of providing information, education and efforts to increase understanding through increasing knowledge about a product / service / company will have a stronger impact and so that it will be remembered longer by consumers, then MPR is a concept that is higher and more complete than ordinary advertising.

According to Ferguson (2018: 277), marketing public relations goes far beyond just simple reporting and plays an important role in the following tasks:

- a. Help launch new products
- b. Help reposition ripe products
- c. Build interest in the product category
- d. Affect certain target groups
- e. Defend products that have faced public problems
- f. Build a corporate image that is well reflected in its products

The purpose of this study was to determine the success of the implementation of marketing public relations strategies in the OmJeckBelitang application operated in Belitang, Oku Timur Regency, South Sumatra by using the pull marketing public relations strategy, the push marketing public relations strategy, and the pass marketing public relations strat

2. METHOD

The research method used qualitative research methods. The procedure was carried out by the researcher must immediately act as the main research tool. Researchers directly carry out the

research process and active interviews, then collect data was directly related to customers and which is related to increasing the number of customers. Data collection was carried out by field research in various sources and various ways. Meanwhile, in terms of sources, data was collected from various sources, namely primary and secondary sources. The process of collecting data in this study was carried out through observation and interviews. In this study, 10 samples were taken randomly to represent the population in this study. The results of observations and interviews in the field were added to the research analysis, then final conclusions are drawn regarding the title of the study. The object of this research is the marketing public relations strategy which includes the push marketing public relations strategy, the pull marketing public relations strategy and the pass marketing public relations strategy. Meanwhile, the research location for OmJeckBelintang was in the Belintang area, OKUTimur Regency, South Sumatra.

3. RESULT AND DISCUSSION

Starting from the concept of the success of the online motorcycle taxi system in carrying out its operations, OmJeckBelintang was founded with the aim of providing convenience to the OKU Timur community, especially the Belintang community, in using transportation as a means of mobility in carrying out various activities. At first, this application was sparked because of a phenomenon that occurred among local students who could not attend lectures due to the absence of vehicles to go to the University. Thus, the idea emerged to create an application could reach the OKUTimur community in the online transportation system. However, along with the development of the OmJeckBelintang application, it did not only provide transportation services. But, this application also provides various features that can be utilized according to the needs of its users.

The features contained in the OmJeckBelintang application are as shown in the image as follows:



Picture 2

Source: OmJeckBelintang (2020)

In the picture above was an example of an overview of the route that the driver was able to pass in his job to deliver passengers. In these maps for new applications like this OmJeck represents a route that matched an accurate map. Thus, public trust was able to be increased.

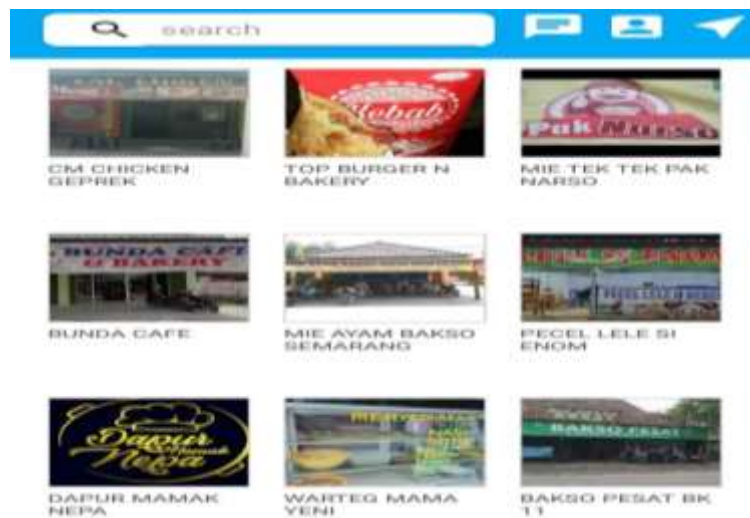


Picture 3

Source: *OmJeckBelitang* (2020)

In the picture above, we were able to see the OmJeckBelitang application looks like. In addition to the online motorcycle taxi feature, this application also provided several other features such as JeckFood, FoodDrinks, JeckBlanja, JeckMo, Education, OmCar, and JackAgro. In addition, this application also provided a system that helped in filling regular pulses, internet quota and electricity tokens. The payment system in this application was also accessed using OVO, Dana, and LinkAja.

This application also lists various features, one of which was an indication of how someone able to register as a driver or courier to deliver goods or food ordered by customers. It was used by students or the general public to become members and participate in developing applications made by the nation's children.



Picture 4

Source: *OmJeckBelitang* (2020)

Figure 4 above illustrated some of the partners from OmJeck who were able to provide and serve food orders. Customers without the hassle of leaving their homes or offices to enjoy their

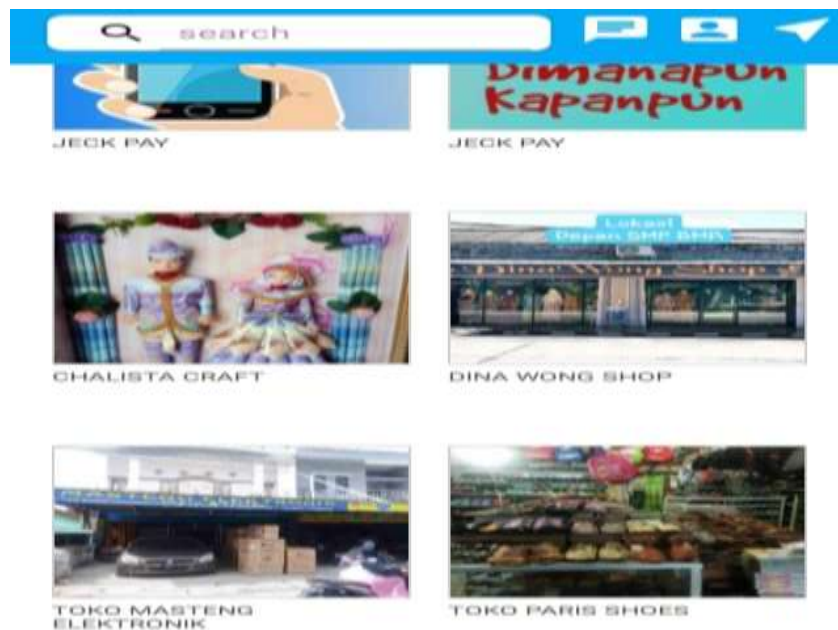
favorite dishes. The restaurants that worked together include Top Burger and Bakery, 76 Roast Duck Chicken, JatiJajar Restaurant and many others.



Figure 5

Source: *OmJeckBelintang* (2020)

Figure 5 was a display of one of the features of OmJeckBelintang, namely FoodDrinks. In this feature, there were several options regarding drinks and desserts to be provided by various well-known restaurants in Belintang.



Picture 6

Source: *OmJeckBelintang* (2020)

As for the picture above, it was a feature that displays JeckBlanja which provided a place for people who had needs, fashion, electronics, and others. It was bale to order through this application. In addition, it was also used by the community to market products from the creative industry.

As stated above, an overview of the appearance of the OmJeck application and its features. However, there were several unique features for the program of this application to online motorcycle taxi services. These features as follows:

1. JeckSchool and Fisikamik

In the feature, JeckSchool supports parties in appreciating student creativity in making short stories, scientific works, short stories, poetry and novels. This feature was able to bridge or as a means of providing information and publications on the literacy created by these students.

Meanwhile, the fisikamik was a meme that helps describe the theory of physics with certain sentences which was as student motivation to make it easier to memorize and memorize physics theories or formulas.

2. OmCar

OmCar was a feature in the OmJeck application as a means of information for motor vehicle rental places for motorized vehicle owners who were interested in renting their vehicles.

3. JeckAgro

This feature was one of the platforms to be used by the OKUTimur community in marketing their agricultural products. This was because the livelihoods of the community are mostly farmers. Apart from agricultural products, JeckAgro was used to market livestock products such as meat, eggs, fish and others.

4. Les Privat

It was not only about the business world, but OmJeck also provided services as an information provider where people were able to find private tutoring places for their children who need additional tutoring. These private lessons were also grouped into several levels of education starting from elementary school to high school.

5. DuniaBisnis

Promotion was an important step in developing a business. In the OmJeck feature of the business world, this application helped people who have businesses to promote or introduce their business to be better known.

6. Clean & Tricks

Being busy was able to make a person unable to do all household chores at once. With the Clean & Tricks feature, this was benefited by people who are busy using laundry services ranging from pick-ups to laundry services.

There were many marketing strategies to be used to increase sales in a business. One of the strategies was the marketing public relations strategy. The strategies included the pull marketing public relay strategy, the public relations push marketing strategy, and the pass marketing public relations strategy (Ferguson, 2020).

1. Pull Marketing Public Relations Strategy

In the marketing public relations concept, there was a first strategy, namely the Pull Strategy. Pull Strategy was an interesting strategy to attract consumers through a series of information-giving activities using interactive communication methods between the company and its consumers. By giving complete product information, it was able to be a support in the sale of products owned by the company.

2. Push Marketing Public Relations Strategy

The second dimension in the MPR strategy was the push strategy. Push strategy would be interpreted as an effort to encourage sales by expanding market reach, as in the following quote, a discussion of a push strategy consists of several aspects, namely:

- a. Encouraging people to use technology-based application systems
- b. The convenience that OmJeckBelitang provides to the community to use the services provided

- c. Efforts to expand product marketing targets using the OmJeckBelitang application
3. Pass Marketing Public Relations Strategy
- Pass strategy was part of marketing public relations whose purpose was to support the achievement of marketing goals through forming a positive opinion from the public on the company and the products the company produces. Pass strategy was an effort to be done when the company's products have reached a wide market, so that the opinions formed from consumers or the general public was able to support the sale of these products widely. In using this strategy, the company was able to carry out various social activities, or provide some benefits for social programs such as the Corporate Social Responsibility (CSR) program, using community leaders or public figures who had a positive image for the community or society at large who are the company's target market.

4. CONCLUSIONS

The conclusions from writing this article is The marketing public relations strategy was to reduce promotional costs and also to increase public awareness in building partners and credibility so that it was used as a means to market the OmJeck application as a technology-based online motorcycle taxi service. For the public relations pull marketing strategy was able to be used as a tactic to attract customer attention in order to increase sales in both the service and goods sectors. As a new application in the area, push marketing public relations strategies was able to be carried out as an effort to achieve or find out the values of customer satisfaction. And as for the pass marketing public relations strategy, an affected strategy was an attempt to create a public image and participate in community activities and social responsibility.

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