

ABSTRACT

This study discusses the Marketing Public Relations Planning and Strategy of PT.ISM-Bogasari in the "Success Story" Program on Youtube Social Media. This research was conducted with the aim of knowing the implementation of the Marketing Public Relations Strategy carried out by PT.ISM-Bogasari In the "Success Stories" Program on Youtube Social Media. This research uses a qualitative approach with the type of case study research. This study uses the concept of a three-way strategy according to Harris & Whalen (2006) including a pull strategy, a push strategy and a pass strategy. In addition, the researcher also uses a theoretical stage model of The Whalen 7-Step Strategic Planning Process, namely the Situation Analysis, Objectives, Strategy, Target, Messages, Tactics, Evaluations stages according to Harris & Whalen (2006). Collecting research data obtained by conducting interviews, observations and documentation studies. The results of this study can be concluded that the marketing public relations strategy carried out by Bogasari is a pull strategy, attracting attention by promoting the program through social media Instagram, Facebook, Twitter. Then do a push strategy by encouraging showing shows that have good editing and visual quality and can touch the human side of the audience. . The next step is a pass strategy that is carried out in influencing public opinion through socialization through cooking classes and articles from other UMKM for free. Supported by The Whalen 7-Step Strategic Planning Process, namely the Situation Analysis stage, which is to determine the reasons, who will be involved, where to publish and the time of implementation. Then the Objectives determine MSMEs in the Success Story program. Strategy The division of jobdesk marketing creates themes and PR, negotiates and conducts the shooting process. The target has a target market for MSMEs, the general public and stakeholders/government. Messages Persuading consumers using soft selling. Tactics is to make the budget needed when shooting the program. Evaluations are seen from the results of the engagement report and then improve in terms of video quality and UMKM stories.

Keywords : *PT.ISM-Bogasari success story program , planning, strategy, marketing public relations, the whalen 7-step strategic planning process*