

ABSTRAK

Analisis Strategi *Marketing Public Relations* PT KAI Daop 5 Purwokerto dalam Mempertahankan *Top of Mind Transportation* di Purwokerto

Industri transportasi saat ini berkembang secara dinamis dan semakin kompetitif, mendorong setiap moda transportasi untuk terus berinovasi dan bersaing guna menjadi pilihan utama masyarakat. PT KAI Daop 5 Purwokerto, yang telah memperoleh kepercayaan publik sebagai *top of mind transportation* di wilayah Purwokerto, dituntut untuk mempertahankan posisinya di tengah persaingan yang semakin ketat. Berkaitan dengan hal tersebut, penelitian ini bertujuan untuk menganalisis strategi *Marketing Public Relations* (MPR) yang diterapkan oleh PT KAI Daop 5 Purwokerto dalam mempertahankan *top of mind transportation* di Purwokerto. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif-analitis. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan studi dokumentasi. Informan dalam penelitian ini dipilih menggunakan teknik *purposive sampling*, sedangkan untuk menguji validitas data digunakan metode triangulasi data.

Hasil penelitian menunjukkan bahwa PT KAI Daop 5 Purwokerto menerapkan strategi *Marketing Public Relations* berdasarkan konsep *Three Ways Strategy*, yakni *push*, *pull*, dan *pass*. Strategi *push* diwujudkan melalui *press release* harian dan pendekatan langsung seperti *canvassing*. Strategi *pull* mencakup pengelolaan konten Instagram, kolaborasi dengan kreator digital serta akun lokal populer, dan kerja sama dengan hotel, restoran, dan destinasi wisata. Sementara itu, strategi *pass* dijalankan melalui program Sapa Pelanggan dan Edutrain. Seluruh strategi dirancang dengan mempertimbangkan aspek hasil survei pasar, penyesuaian harga, kebaruan informasi, volume distribusi berita, serta evaluasi okupansi dan kepuasan pelanggan. Analisis SWOT mengungkapkan kekuatan PT KAI terletak pada keunggulan produk layanan dan konsistensi dalam penyampaian informasi. Namun, terdapat kelemahan berupa keterbatasan sumber daya manusia dan minimnya *digital engagement*. Peluang datang dari tren yang sedang diminati, kolaborasi dengan *railfans*, musim puncak, dan partisipasi dalam event lokal. Di sisi lain, perusahaan juga menghadapi ancaman dari tingginya ekspektasi masyarakat serta persaingan dengan moda transportasi lain seperti bus premium.

Kata kunci: Strategi *Marketing Public Relations*, *Top of Mind*, Transportasi, PT KAI Daop 5 Purwokerto, SWOT

ABSTRACT

Analysis of Marketing Public Relations Strategy of PT KAI Daop 5 Purwokerto in Maintaining Top of Mind Transportation in Purwokerto

The transportation industry is currently evolving dynamically and becoming increasingly competitive, urging every transportation mode to continuously innovate and compete to become the public's preferred choice. PT KAI Daop 5 Purwokerto, which has gained public trust as the top of mind transportation in the Purwokerto region, is expected to maintain this position amid tightening competition. In response, this study aims to analyze the Marketing Public Relations (MPR) strategies implemented by PT KAI Daop 5 Purwokerto in maintaining its top of mind status in Purwokerto. This research employs a qualitative method with a descriptive-analytical approach. Data collection techniques include in-depth interviews, observations, and document studies. Informants were selected using purposive sampling, and data validity was tested through triangulation.

The results reveal that PT KAI Daop 5 Purwokerto adopts the Marketing Public Relations strategy based on the Three Ways Strategy concept: push, pull, and pass. The push strategy is implemented through daily press releases and direct approaches such as canvassing. The pull strategy includes Instagram content management, collaborations with digital creators and popular local accounts, and partnerships with hotels, restaurants, and tourist destinations. Meanwhile, the pass strategy is carried out through programs such as "Sapa Pelanggan" and "Edutrain." These strategies are developed by considering some aspects: market survey results, price adjustments, information novelty, distribution volume, and evaluation of occupancy and customer satisfaction. The SWOT analysis highlights the company's strengths in service excellence and consistent information dissemination. However, it also identifies weaknesses such as limited human resources and low digital engagement. Opportunities arise from current trends, collaboration with railfans, peak travel seasons, and participation in local events. On the other hand, the company faces threats from high public expectations and intense competition from other transportation modes such as premium buses.

Keywords: Marketing Public Relations Strategy, Top of Mind, Transportation, PT KAI Daop 5 Purwokerto, SWOT