

ROLE PUBLIC RELATIONS IN MARKETING YAMAHA MOTORCYCLE PRODUCTS TO THE PUBLIC

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Keywords	Humans are social creatures who live and must always socialize with other humans around them. Therefore, humans must have the courage to speak or what is commonly called public speaking. If humans have the courage to speak up, then humans can run public relations in a company. In this scientific paper of our group, we use descriptive quantitative research methods. Descriptive quantitative is a method in researching the status of human groups, an object, a condition, a system of thought or a class of events in the present mass, the aim is to make a descriptive, picture or painting about public relations in marketing products to the public. In the research that we did by collecting interview data, we found out how the strategies were created by several public relations actors. On average, these actors use online marketing strategies and also some do marketing by including brochures about products that are marketed to the company or the nearest office by providing discounts or attractive prices.
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1. INTRODUCTION

Humans are social creatures who live in groups and need each other. Communication can make it easier for humans to interact, so that the intent or goal can be realized. Humans as social beings certainly want to meet the needs in general, both economic and biological to meet those needs, therefore humans cannot stand alone, they must interact with each other. Communication is a transaction, a symbolic process that requires people to regulate their environment by building relationships between human beings through the exchange of information to strengthen the attitudes and behavior of others and try to change attitudes and behavior. (Hafied Cangara, 2011; Prawira, 2018; Dadi, 2020;)

The definition of public relations as a management function of sustainable characteristics through private or public (public) organizations and institutions to gain understanding, sympathy and support from those who are related or may have something to do with public opinion research among them (Ishak, 2012). Public Relations communicates with several community groups with the aim of creating a more conducive environment, making it easier to carry out marketing activities and other activities of the company. Public relations is a continuation of the process of obtaining policies, determining services and attitudes that are tailored to the interests of people or groups so that people or institutions gain trust and good will from them.

The company is one of the businesses whose existence can be threatened if these stakeholders do not have a positive image of the company and its product brands and activities carried out by the company. Image is a picture of the imagination or ideas generated by the personality shown to the public by a person, organization and so on. Companies that have a good image in the eyes of consumers, their products and services are more acceptable to consumers than companies that do not have an image. Companies that have a positive image in the eyes of consumers also tend to survive in difficult times. (Dharnayanti, 2017; Sidiq & Achmad, 2020; Nurwati & Nandang, 2020).

The main function of public relations is to achieve goals and create a positive image for the company (Image Maker), in addition to maintaining good relations with all publics, both internal public and external public. Thus the image is one of the most important assets of a company or organization that must be continuously built and maintained. The company's image cannot be engineered, meaning that the image does not come by itself but is formed. The function of public relations in a company if implemented properly will be a very powerful tool to improve the system in the company and develop

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regulations, corporate or organizational culture, work atmosphere or company internals that are more conducive, and sensitive to employees who really need a special approach to motivate and improve its performance (Poluakan et al., 2019; Sudrajat et al., 2019; Nulhaqim, 2019).

One of the objectives of External Public Relations is to strengthen relations with people outside the agency so that a favorable public opinion is formed against the agency and also for a company, relations with the public outside the company are a must in efforts to improve relations with the public. trade unions, prevent strikes and retain employees who are capable, effective and productive in their work. The task assigned to public relations requires high creativity so that a public relations officer can make a strategy in selling services/products to consumers (external) and continue to innovate in order to maintain a good image of the institution or organization in the midst of society. (Artist, 2011)

Then why do companies need the role of public relations in their companies? Because marketing is the most important form in the planning process that arises from the introduction of the market and what can be offered to the market. Many companies take advantage of and use the services or role of marketing public relations in increasing public awareness of new and well-known products. Communication is an effort made to provide information to persuade, remind or convey to the public the existence of products or services being sold so that they can be circulated and accepted in the market. (Muchlisin Riadi, 2018)

Preliminary study is the initial stage in conducting research and model development. In this study, researchers conducted interviews with a public relations officer, namely 5 employees in a Yamaha motorcycle company and 5 consumers at the company. For a public relation, in order to market a product, one must have good public speaking, to convince consumers. Public Speaking is said to be an important guide because by explaining all the advantages of the product, one example is motorcycle products from Yamaha. If the offer is good, it will make consumers interested in buying it.

In a company, public relations can be said to be very important. Because the conveyer of the employee against him. Delivering the performance of employees who work well or good. Public Relations of an organization is not solely the responsibility of Public Relations practitioners but must be the responsibility of the managers of the organization. Being public relations is not an easy thing, but it is a very important responsibility in a company. Public Relations as a management function is concerned with how an organization formulates policies so that it shows a responsible performance. (Amie Primarni, 2015)

Public Relations activities include activities ranging from revamping the organization itself, to activities that are building or creating a positive corporate image and relationship in the eyes of the public. The field of public relations is a very broad field and involves relations with various parties. More than that, public relations relies on a strategy, namely to make the organization liked by the parties involved. The main function of Public Relations is to achieve goals and create a positive image for the company (image maker), in addition to maintaining good relations with all publics, both internal and external publics. (Isna Asdiani Nasution, 2019).

2. METHOD

The type of research used is descriptive quantitative research. Based on Widoyoko (2016), descriptive quantitative is a method of researching the status of human groups, an object, a condition, a system of thought or a class of events in the current mass, the aim is to make a descriptive, picture or painting about public relations in marketing products to consumers. community As Data Collected. The research was conducted by first conducting a survey to employees and consumers of Yamaha Motor Company regarding how to market products and consumer satisfaction. To find out about public relations, interviews were conducted by asking 10 questions related to public relations.

To obtain data related to this research, the researcher collected data. The sources of data obtained consist of: Questionnaire/questionnaire, namely a number of written questions that are used to obtain information from the respondent in the sense of a report about his personality, or things he knows. 1) The questionnaire that the author presents will be given to employees of the Yamaha motorcycle company and its consumers. A total of 10 respondents were divided equally by 5 employees and 5 consumers. 2) Literature Review, namely data obtained through a study of several literatures related to

the problems discussed, from theoretical references relevant to reading journals related to public speaking or PR (Sudijono, 2011). 3) Interviews, namely data collection carried out by holding direct questions and answers to related parties to complete data analysis

3. Results and Discussion

Informant 1 (DD) answered: online media, such as Facebook and Instagram which were previously mentioned are one of the effectiveness in carrying out the strategy that we run, from the question what media do you use in marketing your products? Informant 2 (AH) answered: the media used in marketing the product, using social media or online media, from the question "What media is used in marketing the product?" Informant 3 (MW) answered: "The media used to market the product is using print media and online media", from the question "What media is used to market the product?" Based on Purbohastuti (2017:230) promotions using social media are more easily accessible anywhere and anytime, mobile phones are carried everywhere and always up to date. Get free and wider promotions for the market share. So promotion through social media is very effective. Informant 1 (DD) answered: a stronger strategy for this pandemic period is by regularly distributing advertisements on Facebook and Instagram so that consumers are interested in what strategy is used to market products?

Informant 2 (AH) replied: "The strategy we use is to market by advertising on social media, such as Instagram and Facebook, because social media, especially Instagram is an important asset in marketing products online, apart from that Instagram also has one of the largest media. currently available", from the question "What strategies are used in marketing the product?". Informant 3 (MW) answered: "The strategy is to provide brochures and also online marketing using social media Instagram", from the question "What strategy is used in marketing the product?". According to Untari and Dewi (2018: 273) Social media marketing is a strategy of marketing activities using social media sites such as Facebook, Twitter, Instagram, Youtube, and so on. Social media is a powerful way to promote the goods and services that we have through internet marketing. The method is simple, but has an extraordinary effect.

Informant 1 (DD) answered: posting discount advertisements and many other promos makes consumers interested and immediately ask questions about motorcycle products being marketed from the question how do you market your product to make it look more attractive than other products? Rahayu (2019:50) states that attractive discount offers are the main attraction. At the same time, discounts are an attraction for consumers to buy these motorcycle products. The indicator of low prices and the number of purchases of motorbikes on the discount variable has a positive impact on consumer buying interest with indicators of buying motorbikes. Informant 1 (DD) answered: the people who traffic on the road are also office employees, such as hotel employees and the like. From the question what is the main object of this company in marketing the motorcycle products?

Informant 2 (AH) answered: "The target in marketing motorcycle products, we target company accounts and provide offers at attractive prices", from the question "What is the target in marketing these motorcycle products?" Informant 3 (MW) answered; "Companies are targeted in marketing our motorcycle products by providing brochures and discount frills as well as a wide audience where our products are advertised on social media", from the question "What is the target in marketing these motorcycle products?". In research, Sulandjari and Ardi (2020:36) state that promotion in all respects, any activity carried out aims to promote trust in the company with the right promotion, its application can foster customer loyalty to the company. *public relations* is the company's strategy to build good relations with the public in order to get good opinions from the surrounding community. various policies, relations, and communications between the company and the public. Every company engaged in sales and services, whether government or private, really needs Public Relations to improve its company. Public Relations is a form of communication that applies to all types of organizations, both commercial and non-commercial in the government and private sectors. *RolePpublic relations* also includes as a public behavior research team, because public relations is one part of the company that is in direct contact with the general public (Sidiq, 2019; Mualida, 2020).

Communication related to the community has a broad scope because it communicates with several community groups in order to create a conducive environment for conducting marketing

activities and other activities. Because the company is a business that can be threatened because it has a bad image. Therefore, public relations can also take on a management role because it helps build and maintain communication both internally and externally. And must also be responsive to public opinion in order to prevent negative issues that can damage the company's image. A public relations person must also have public affairs skills, namely how to build involvement or lobbying with the government in building various public policies. And also so that the products offered are circulating in the market with the hope of achieving the company's target to be well received in the market. A public relations can also be used as a tool to market its products because it is an internal part of a company. Because promotion is one of the strategies used by companies to communicate with the market, with the hope that the demand for these products will increase. As done by public relations actors at Yamaha companies in Cibiru, most of them use marketing strategies with social media, both Facebook, Instagram and others. From the informants we got, using social media for now is very effective because of the pandemic, which is getting more and more users every time. This is very important considering that promotion is very important to advance the products produced by companies in this scope, namely Yamaha, with a good promotion, its application can foster customer loyalty to the company.

4. CONCLUSION

Public relations is the company's strategy to build good relations with the public in order to get good opinions from the surrounding community. various policies, relations, and communications between the company and the public. Every company engaged in sales and services, whether government or private, really needs Public Relations to improve its company. Because the company is a business that can be threatened because it has a bad image. Therefore, public relations can also take on a management role because it helps build and maintain communication both internally and externally. And must also be responsive to public opinion in order to prevent negative issues that can damage the company's image. A public relations person must also have public affairs skills, namely how to build involvement or lobbying with the government in building various public policies. Because promotion is one of the strategies used by companies to communicate with the market, with the hope that the demand for these products will increase. As done by public relations actors at Yamaha companies in Cibiru, most of them use marketing strategies with social media, both Facebook, Instagram and others.

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