

ANALYSIS OF THE ROLE OF MARKETING PUBLIC RELATIONS IN THE QUEEN OF MALL APPLICATION IN CREATING BRAND AWARENESS ON SOCIAL MEDIA

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ABSTRACT

Queen of Mall is a tourism brand engaged in the mall and retail sector. One of the ways Queen of Mall is doing this is by creating an application that contains information about retail and malls in Indonesia in one container. The purpose of this study is to explain and analyze the role of Queen of Mall's Marketing Public Relations in creating brand awareness through the presence of a Queen of Mall application on social media. This study uses several supporting concepts, namely Public Relations, Marketing Public Relations, brand awareness, and social media. The author also adds the theory of Integrated Marketing Communication (IMC). The author uses a qualitative approach and case study methods. The authors used data collected using in-depth interviews with five informants, observation, documentation, and literature study to get the study results. This study indicates that the role and activities of Marketing Public Relations are mainly carried out through publications through social media and halal certification programs, making the Queen of Mall application better known by malls, retailers, the government, and some people. The obstacles faced by Queen of Mall in carrying out its role are the lack of public knowledge of the Queen of Mall application and the inhibition of content from the mall and retail. Based on the results of this study, the role of Marketing Public Relations in the Queen of Mall application on social media should be intensified with the aim that malls, retail, tenants, government, and the public are more aware of the emergence of the Queen of Mall application through social media.

Keywords: *Public relations, marketing public relations, queen of mall application, brand awareness, social media*

1. PREFACE

In the development of science and technology, communication has become essential. Communication techniques that are dialogical and persuasive are increasingly needed during the intense competition in society to obtain opportunities and improve careers. Practical communication skills, techniques, and roles are very influential in achieving the success or failure of individuals and companies to attain something they want. Therefore, the part of Public Relations (PR) in a company is crucial in helping companies build relationships and improve their image with company stakeholders.

According to Kartikadewi, Public Relations is a planned process in building relationships with internal and external parties between a party or company in the future [1]. With the times, Public Relations in a company can expand its role in marketing services and products. According to Rahman, Marketing Public Relations is a section that has the aim of obtaining goodwill (good intentions), trust, mutual understanding, and a good image in the public or society [2]. Companies or organizations must have a strategy in terms of communication to win the hearts of consumers. The optimal role of Marketing Public Relations can help companies or organizations effectively build consumer trust and promote the company's products or services. This activity is expected to provide a solid significance to consumer awareness. The role of Marketing Public Relations carried out by the company is intended to make the audience recognize certain brands

and reach the highest level (top of mind) of brand awareness in the minds of potential consumers.

As reported from social media, Instagram Queen of Mall is a media that provides information and updates about malls and retail both in terms of business, management concepts, facilities, and management [3]. Meanwhile, Queen of Mall has a tagline, namely "See You at Your Favorite Mall," intended for consumers, malls, tenants, and retailers to visit their favourite mall [3]. One of the new programs being carried out by Queen of Mall is the presence of the Queen of Mall application. The Queen of Mall application has the following objectives. The first objective is to be a reference application for Indonesia's most complete malls and retails. And secondly, to become a business partner for malls and retailers spread throughout Indonesia. The Queen of Mall application has its own added value, which can be the first media that presents accurate information about a mall. Such as the location of the tenant (tenant), mall location, and retail location (retail), the availability of facilities, information on activities or events, and promotions in the mall. All malls and retails in Indonesia in one container. As a company engaged in tourism, especially the retail and mall sectors, of course, this is a challenge to innovate and think about the proper steps for Queen of Mall to re-increase the mall and retail sector during an all-online situation while introducing and increasing Queen of Mall's brand awareness. Mall to the public with the presence of a Queen of Mall application. In this case, we need media to increase brand awareness so that the wider community can better know the Queen of Mall brand. So, the suitable media to use is social media.

Nowadays, social media is an example of a new type of media that is often used by various agencies, companies, institutions, and individuals to promote goods or services to the broader community by using the internet. According to Clow and Baack, social media can be used as a means of publication to support a program or campaign [4] that aims to attract people's attention to share the content with others. Social media is also a platform that anyone can use easily. Social media has created many significant benefits for companies that publicize their services, products, activities, and campaigns. As business competition is getting tougher, people must continue to strive to win the market. There are more and more challenges in the digital era, especially on social media. It is undeniable; technology has now brought so many changes in the world, one of which is business. Almost all needs in human life can find information on social media, ranging from information on job vacancies, culinary, news about a mall, and much more. These things cannot be separated from the role of a reliable Marketing Public Relations in introducing the Queen of Mall application. Starting from creating brand awareness of the presence of the Queen of Mall application to the steps that then make malls, retailers, tenants, government, and the wider community believe in the presence of the Queen of Mall application through social media. Can know the purpose of this research is to describe or explain the role of Marketing Public Relations carried out by the Queen of Mall application in increasing brand awareness on social media.

Communication

Gerald R. Miller states that communication occurs when a source conveys a message to the recipient of the message to influence the behavior of the recipient of the message [5]. According to Firmansyah, communication in marketing is carried out by companies as a way to persuade, remind, and inform consumers directly or indirectly regarding the products sold by the company [6]. More complicated forms of communication will encourage the delivery of messages by the communicator to the recipient of the message by using the right communication strategy and a

careful planning process. In this study, the message is to increase brand awareness of Queen of Mall through the presence of an application.

Integrated marketing communication theory

According to Tuckwell, Integrated Marketing Communication Theory is a way of all forms of marketing communication carried out through an integrated program to maximize the target's impact on the audience [7]. This understanding is focused on integrated marketing communication that utilizes all types of promotions to achieve maximum results. According to Rismayanti, Integrated Marketing Communication (IMC) emerged as an instrument that helps marketing practitioners in implementing and developing more effective marketing communications [7]. Kotler explains that IMC activities are a specific combination of companies' five most frequently used marketing communication activities, including direct marketing, sales promotion, advertising, public relations, and personal selling [8].

According to Morisan, another essential element in the promotional mix of an organization or company is public relations, a situation in which a company plans, plans, and distributes information in a structured manner intending to control, manage image, and publicity. received, then the company has carried out the duties of public relations [9].

Public relations

Cutlip, Center, and Broom, revealed that Public Relations is a function of management that identifies various policies and procedures of organizations or individuals for the public interest, assesses multiple attitudes, and realizes work plans to gain understanding and recognition from the public [10]. The purpose of the existence of Public Relations activities in focus is to form a positive or pleasant public opinion regarding various activities carried out by the company. In carrying out the functions and objectives of Public Relations, practitioners must have a priority scale to be achieved in the long or short term first. Kurniawan concludes that this is important to provide efficient and optimal results towards the goals to be achieved [11]. Ardianto reveals that the presence of the Public Relations field in marketing is due to the increasing interest and needs of consumers, increasingly competitive prices, requiring distribution expansion, and the number of promotions of similar products and services [2]. Kriyantono also mentions that Public Relations aims to build a positive image to the public [1].

Meanwhile, marketing has the purpose of selling products. However, both of them support each other between the activities of one another. This collaboration then gave birth to a concept called Marketing Public Relations. Queen of Mall will use this Marketing Public Relations in increasing the company's brand awareness through the presence of the Queen of Mall application.

Marketing public relations

In principle, Rahman argues that Marketing Public Relations is a business and activity planned and carried out continuously to develop goodwill and mutual understanding between the company and the community [2]. In addition, according to Kartikadewi, Marketing Public Relations can help build customer awareness of the company by positioning information to attract attention to the products or services offered by the company [1]. This can help increase sales which in this study is a service in the form of an application from Queen of Mall.

According to Philip Kotler reveals the role of a Marketing Public Relations (MPR) [12] including the following: (a) use of Marketing Public Relations, which can support various

company programs; (b) growing consumer confidence in the company's image and the benefits of the products used; (c) encouraging sales enthusiasm through various sponsored videos regarding the uses and benefits; (d) reducing the cost of commercial advertising promotions, both in electronic media, social media and print media, and so on, to achieve customer satisfaction; (e) committed to improving service to consumers, including efforts to resolve complaints (complaint handling) and so on to achieve customer satisfaction; (f) communicating continuously through public relations media (House PR Journal) about activities and work programs regarding social or environmental concerns to achieve positive publications in the community's eyes or the public.

Brand awareness

Brand awareness can be interpreted as a consumer's ability to identify, recall a brand, and associate it with specific product categories [13]. According to David A. Aaker, brand awareness has several groups, namely, top of mind, brand recall, brand recognition, and unaware of brand [14]. Queen of Mall is a brand engaged in tourism, especially the mall and retail sector, trying to reach the highest level (top of mind) in the brand awareness stage. To prove that the Queen of Mall brand is one of the brands known and sought after by the public, it takes a vital role from Marketing Public Relations. To see the brand image of the Queen of Mall brand from what has been done by Marketing Public Relations in creating brand awareness.

Social media

According to Cahyono, social media is online media, where users can easily participate, share, and create content, including blogs, social networks, forums, and the virtual world [15]. In this study, Queen of Mall, as one of the brands engaged in the mall and retail sector, uses social media. The aim is to help revive the tourism industry in the mall and retail sector in Indonesia by introducing an application and increasing brand awareness in the eyes of the public.

2. RESEARCH METHODS

The research approach used in this study is qualitative. According to Mustafa, a qualitative research method is a research method that emphasizes the aspect of an in-depth understanding of a problem [16]. Based on the statement above, the author considers that this qualitative approach is the most appropriate in helping the author achieve the research objectives, namely to find out the analysis of the role of Marketing Public Relations in the Queen of Mall application in creating brand awareness on social media.

In this study, the author uses a case study method. Rahardjo concludes that a case study is a series of scientific activities carried out intensively, in detail, in-depth, about a program, event, and activity, either at the individual level, a group of people, institutions, or organizations to gain in-depth knowledge about the event [17].

The author will describe and analyze the role of Marketing Public Relations (MPR) in the Queen of Mall application in creating brand awareness on social media and how a Marketing Public Relations officer can overcome these obstacles. The subjects in this study were selected based on the following criteria: (a) 18-45 years old; (b) knowing the Queen of Mall application; (c) have followed the Queen of Mall Indonesia social media account; (d) have downloaded the Queen of Mall application.

Based on these criteria, the writer then selected five informants who fit the criteria above as informants in this study. In this study, the research subjects were Jessica Purwito as Marketing Public Relations Queen of Mall as the first key informant and Cicilia Rosalinda as Chief Executive Officer (CEO) and an icon of Queen of Mall Indonesia the second key informant. The author also conducted brief interviews with three followers of the Queen of Mall Instagram account as secondary informants. Then the object of this research is the role of Marketing Public Relations in increasing brand awareness on social media. The author chose to observe the increase in brand awareness through a Queen of Mall application because the application has several interesting information for the public to know.

3. RESULT AND DISCUSSION

Queen of Mall is a brand engaged in tourism, especially in the field of malls and retail. Meanwhile, Queen of Mall has a tagline, namely "See You at Your Favorite Mall," intended for consumers, malls, tenants, and retailers to visit their favorite mall. In 2020, this brand launched an application called 'Queen of Mall,' a platform or media that provides information or updates about malls and retail in terms of business, management concepts, facilities, and management. However, in 2020, she and her team issued and sparked an idea to provide the latest application services regarding retail and mall updates in Indonesia called the 'Queen of Mall.' Until now, the Queen of Mall application was established with two objectives: first, to make the reference media for the most complete malls and retailers in Indonesia. And secondly, to become a business partner for malls and retailers spread throughout Indonesia. In addition, helping Indonesian people to see updates and information they can get in a mall where people want to hang out or get the latest updates. And mall managers and tenants within the mall can also provide complete information through a Queen of Mall application container.

However, for 2021 now, it is a challenge for Queen of Mall to introduce its application to the broader community. The company also takes a long time to provide education to the public. With this, it takes the role of Marketing Public Relations to hope that more and more people are downloading the Queen of Mall application. Until now, the Queen of Mall application has collaborated with several mall and retail parties in Indonesia which are spread in several cities, including; Makassar, Semarang, Lubuk Linggau, Lombok, Surabaya, Balikpapan, Medan, Gresik, Depok, Pekanbaru, Samarinda, Jakarta, Bekasi and Tangerang. The Key Informant Profile that the author uses is five informants. The first key informant in this study was the Chief Executive Officer (CEO) of Queen of Mall Indonesia, namely Cicilia Rosalinda. The second key informant in this research is Marketing Public Relations, Jessica Purwito. The first supporting informant was Sandra Lie. The second supporting informant is Yani Chyntia Dewi. The third supporting informant is Silvia Yankee.

Public Relations Activities for Queen of Mall Applications Public Relations activities have only been carried out since February 15, 2021, by displaying posters regarding the soft launching of the Queen of Mall application. Some information related to the soft launch of the Queen of Mall application can be accessed through Queen of Mall Indonesia's Instagram social media account. This publication in the form of flyers aims to make Queen of Mall Instagram account followers, mall parties, retailers, and the wider community aware of and aware of the presence of the Queen of Mall application. Queen of Mall also has a cooperation program with the government. The program is entitled "MSMEs Go Up Class, MSMEs Enter Malls" and the halal certification program. In the Queen of Mall Instagram account, there are posts in posters aimed at Indonesian retailers and MSMEs. This poster contains an invitation to join and take advantage of the current

Queen of Mall application to increase business progress and expansion. In its Instagram social media, it is also explained that the plus value of the Queen of Mall application is that it can be the first media that presents accurate information about a mall, such as tenant locations, mall, and retail locations, availability of facilities as well as event and promotion info in all malls and retail outlets in Indonesia in one container.

Figure 1

The Queen of Mall Application Cooperation Program with the Government



Source: Queen of Mall Indonesia's Instagram Social Media

The author observes the Queen of Mall application from January 2021 to June 2021 by becoming an intern at Queen of Mall. The author follows several stages of making the Queen of Mall application. Such as inviting cooperation with several malls and retail parties in Indonesia, making presentations related to the Queen of Mall application to tenants and mall parties, and making several lists of malls and retailers collaborating with other parties. Queen of Malls. Based on the author's observations, Queen of Mall's social media accounts presently have 3,075 followers, and the Queen of Mall application has a star rating of 4.7 out of 5, with a total of 12 users who have reviewed it. More than 100 users have downloaded the Queen of Mall application. In the era of digitalization where the role of Marketing Public Relations cannot be separated from the figure of Public Relations who promotes a product and marketing activities of a company. But it can be done by involving the figure of a YouTuber as an influencer to promote the Queen of Mall application on social media. A YouTuber and influencer usually have a lot of followers on their social media accounts and can make an impact on many people. This makes application owners want to work with a YouTuber and influencer to promote their products to increase brand awareness on the Queen of Mall application. Queen of Mall's Marketing Public Relations also has procedures for responding to comments and input from the public.

Based on interviews and observations that the author did, according to Philip Kotler [12], the role of Marketing Public Relations carried out by the Queen of Mall application is as follows:

(a) The use of marketing public relations can support various company programs. In selling the Queen of Mall application, a Marketing Public Relations officer is expected to create awareness of the programs that have been implemented. Such as the existence of helpful job vacancies for employees or companies, several malls and retailers, promos in the form of discount vouchers, collaboration with the government in the "UMKM Rise" program. Classes, MSMEs Enter the Mall," and others;

(b) Encouraging sales force through a sponsored video about the uses and benefits. Through the author's observations, the sales force carried out by the Queen of Mall application is by collaborating with the Tik Tok @mugosskquad account by showing a 30-second video about the application that contains information about malls throughout Indonesia, information about mall activities, tenant activities, updates events at the mall, job vacancies information intended for job seekers (job seekers), and an invitation to download the Queen of Mall application;

(c) Reducing promotional costs, either in electronic media or in print media, and so on. Ocha said in an interview conducted by the author that the expenses incurred by the Queen of Mall application in promotional activities aimed at malls, retailers, tenants, and the wider community are still free until now. Promotions carried out by the Queen of Mall application on social media aim to minimize the promotional costs incurred;

(d) Improving service to consumers to overcome complaints (complaint handling) and achieve customer satisfaction. In an interview conducted by the author, Yani said that it would be even better if the Queen of Mall application were continuously updated with the latest conditions and the latest photos of the malls contained in the Queen of Mall application. From the results of the message interview with Jessica as Marketing Public Relations conducted by the author, Queen of Mall continues to update information related to malls and retail in the Queen of Mall application. In addition, Jessica also conveyed that to overcome existing complaints, Queen of Mall always replied to messages related to the problems that existed at the mall, retailers, and the broader community through existing social media;

(e) Build consumer confidence in the company's image or the benefits of the products offered or used. From the results of observations made by the author in internship activities, it was found that the features in the Queen of Mall application such as (1) mall & retail features which contain tenant lists, facilities, locations, and social media from a mall and retail; (2) event & promotion features containing information on promotions and events held by malls and retailers; (3) the mall & fun retail fact feature that presents information on unique and interesting facts in the form of news about malls and retail in Indonesia; (4) VIP Services feature that provides upcoming premium shopping services. The features contained in the Queen of Mall application are used to build consumer confidence in existing products and to build a good image among the public;

(f) Communicate continuously through public relations media (House PR Journal) regarding activities and work programs related to social and environmental concerns to achieve positive publications in the public and society. Jessica, in the interview, revealed work programs such as the "MSME Class Up MSME Entering Mall" program, which is intended as a liaison between mall owners, tenants/tenants, visitors, and the broader community in collaboration with the Indonesian government, with the Ministry of Religion, especially in helping accelerate grants. Halal certification program for MSME actors related to products sold.

The obstacle in carrying out the role of Marketing Public Relations is the first; there are still many people who lack knowledge of the presence of the Queen of Mall application. Initially, some clients considered the Queen of Mall application not to have full features, so many of the mall and retail parties were difficult to work with the team. In overcoming this, publishing in the form of posters related to the soft launch on social media will help increase public brand awareness regarding the emergence of the Queen of Mall application. Second, content from malls and retail is hampered, so that Queen of Mall takes too long to wait for news from the

parties concerned and cannot provide the latest information to be uploaded on social media or the Queen of Mall application. In overcoming this, the Queen of Mall application should continue to follow up with the mall and retail concerned to avoid delays in content being published.

Lastly, some informants also stated in connection with the results on brand awareness of the Queen of Mall application on social media. Ocha, in the interview, said that, in this digitalization era, the role of social media for the development of a business is vital. Jessica, in the interview, stated that almost every business has social media, namely Instagram and YouTube. In the message interview, Jessica also noted that the Queen of Mall application is one of the Tops of Mind for the government, malls, and retailers in the sector, especially malls and retail in Indonesia.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the observations and interviews that the author conducted regarding the Analysis of the Role of Marketing Public Relations in the Queen of Mall Application in Creating Brand Awareness on Social Media, the authors conclude several things. The role of Marketing Public Relations carried out by the Queen of Mall application in creating brand awareness on social media is done by building consumer trust, encouraging enthusiasm (salesforce), reducing promotional costs, improving service to consumers, fostering and maintaining the company's image, and communicating with the house. PR journal. Marketing Public Relations activities carried out by the Queen of Mall application are dominated by publications in flyers and posters distributed through social media. The government organizes programs. Queen of Mall experienced some obstacles: lack of knowledge of the presence of 'Queen of Mall Application.' Also, inhibition of content from malls and retailers was overcome by focusing on the content in the application and publishing posters and flyers for publication purposes on social media, as well as conducting follow-up to the mall and retail.

Based on the results of this study, the role of Marketing Public Relations in the Queen of Mall application on social media should be intensified with the aim that malls, retail, tenants, government, and the public are more aware of the emergence of the Queen of Mall application through social media. Based on the report results, the authors hope that further research will be made using a quantitative approach to calculate the percentage of success of the Queen of Mall application in increasing Queen of Mall's brand awareness in the eyes of the public, especially on social media.

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