

PUBLIC RELATIONS STRATEGY OF PT. QUALITAS FLAGSHIP 'Q-GOLF' IN INCREASING CUSTOMERS

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Article history: received 06 January 2022; revised 29 January 2021; accepted 24 February 2022

DOI: <https://doi.org/10.33751/jhss.v6i1.5379>

Abstract. One way that companies can do to convey the value of their products is by using public relations or public relations. PT Qualitas Andalan Bersama (Q-golf) is a company that provides online golf course booking services through applications on smartphones. The number of Q-golf customers has decreased on 2018-2019. From these data, it can be concluded that the trend of existing customers has decreased which resulted in a decrease in the number of customers. Existing customers do not show loyalty to Q-golf. Q-golf has implemented a public relations strategy to be able to publicize their products with the aim of increasing customer loyalty. However, the results of the PR strategy carried out by Q-golf showed unsatisfactory results. Therefore, the public relations strategy carried out by Q-golf becomes interesting to analyze. The purpose of this study was to determine the PR strategy of PT Qualitas Andalan Bersama in increasing customer loyalty. This study uses a descriptive qualitative approach. The research was conducted by conducting interviews with five informants. The results of this study are the main roles of Q-golf's public relations are press relations, product publicity, and public affairs. Q-golf's public relations role as lobbying and development does not become the main role but is still carried out by Q-golf's public relations. There are seven public relations tools used by the public relations department of Q-golf, namely news, special events, written materials, audio-visual materials, corporate identity materials, public service activities, and websites and social media. The strategies that have been implemented by Q-golf's PR are strategy of publicity, strategy of persuasion, and strategy of image. Public Relations Q-golf does not implement a strategy of augmentation.

Keywords: public relations; Q-golf; strategy of Q-golf.

I. INTRODUCTION

Companies can utilize public relations or public relations to communicate the value of their products (public relations). Publication of products is one of the functions of public relations (Amstrong [1]). According to a study conducted by Hidayat [2], the role of marketing public relations influences 56.55 percent of consumer loyalty. Customer loyalty can be increased by a positive public relations image. Public relations must be able to invent new ways to provide clients with the services they require. (Mawardha [3]). Hidayat [2] stated that public relations marketing plays a favorable role on customer loyalty. The greater the company's PR perception activities, the greater the gain in customer loyalty. (Putri & Hidayati [4]). Kotler & Keller [5] Loyalty is a deep commitment to buy again or resubscribe to a chosen product or service in the future, despite situational factors and marketing efforts that can cause behavior to change. As a result, the company must be able to preserve client loyalty in order for them to repurchase the company's products and services.

One of the companies that provides online golf course booking services using a smart phone application is Qualitas Andalan Bersama (Q-golf). Q-golf gives information about the golf course's profile, price, and service on the day and hour you want to book, as well as online payments and other golf support services like hotels and transportation. Q-golf allows golfers to book golf courses at any time and from any

location, making it easier for golfers to book courses. From 2018 to 2019, the number of Q-golf clients dropped by 78 percent. In 2020, compared to 101 percent in 2019, there was an increase. However, in 2021, there was another 82 percent drop. Between 2018 and 2019, the number of new Q-golf subscribers climbed by 155 percent. However, in 2020 and 2021, the percentages fell by 24% and 41%, respectively.

The number of Q-golf cards sold declined by 6.7 percent from 2018 to 2019. There was a 15% growth in 2020 compared to 15% in 2019. However, in 2021, there was another drop of 49%. From 2018 to 2019, and from 2020 to 2021, the quantity of Q-golf cards sold fell.

Based on the statistics, it can be determined that the existing customer trend has slowed, resulting in a drop in the number of consumers. Customers who have previously purchased from Q-golf have shown little loyalty to the company. Customers can only use the Q-golf app once before becoming members. Then I chose not to renew my membership at the end of the current term. This indicates that Q-golf customers have no loyalty to the company's products and have chosen not to renew their membership. carries out a public relations strategy in order to be able to publicize their items in order to increase client loyalty. However, the outcomes of Q-public golf's relations campaign were less than desirable. As a result, the public relations technique employed by Q-golf is worth investigating. The title "Analysis" has piqued the interest of researchers. PT

Qualitas's Public Relations Strategy Is a Mainstay With 'Q-Golf' in Increasing Customer Loyalty

The study's problem is: how effective is pt Qualitas Andalan Bersama's public relations strategy in increasing client loyalty? The goal of this study is to learn more about PT Qualitas Andalan Bersama's public relations approach for improving client loyalty. DeVito [6] communication refers to an action, by one or more people, that sends and receives messages distorted by interference (noise), occurs in a particular context, has a certain influence, and there is an opportunity for feedback. The purpose of communication according to Adler [7] is: 1. Communication for physical needs. 2. Communication for the needs of human identity. 3. Communication for social needs. 4. Communication for practical needs.

According to Broom & Sha [8], public relations is a management function that establishes and maintains mutually beneficial relationships between the organization and the public, which are the foundation for the business's success or failure. Because all organizations must pay attention to their interaction with the public, this definition establishes public relations as a management function. As the profession's moral and ethical foundation, public relations also builds and maintains mutually beneficial connections between organizations and the general public. Public relations is used to promote products, people, places, ideas, activities, organizations, and even countries. Companies use public relations to build good relationships with consumers, investors, media, and their communities. According to Armstrong [9] the role of public relations is as follows: 1. Press relations or press agency. 2. Product publicity. 3. Public affairs. 4. Lobbying. 5. Investor relations. 6. Development.

According to Armstrong [9], to carry out the function of public relations, there are several tools that can be used by public relations, namely: 1. News. 2. This is a unique occasion. 3. Written content. 4. Corporate identity material. 5. Public service activity. 6. Web and social media.

Public relations activities carried out by each company have a different purpose. To achieve these goals, an appropriate public relations strategy is needed. According to Hadwood Childs in Ruslan [10], there are several strategies in public relations activities to design a message in the form of information or news, namely:

1. Strategy of publicity.

Conducting a campaign for the dissemination of messages (messages) through the process of publishing a news through cooperation with various mass media.

2. Strategy of persuasion.

Campaigning to persuade or rally the public through suggestion or persuasion techniques to change public opinion by raising the emotional aspect of a story, article or features based on humanity interest

3. Strategy of argumentations.

This strategy is usually used to anticipate negative news that is less profitable. In this case the ability of public relations as a reliable communicator is needed to present a

clear and rational fact in changing public opinion through a published system.

4. Strategy of image.

Strategies for forming positive news in publications to maintain the image of an institution or organization including its products. Loyalty has been defined as a deeply held commitment to

Buy back or resubscribe a preferred product or service in the future despite situational influences and marketing efforts could potentially lead to switching behavior [5].

II. RESEARCH METHODS

This study employs qualitative research to provide descriptive data via a case study approach that explores a specific issue in society. In order to do so, the researcher opted to learn more about how PT Qualitas Andalan Bersama 'Q-Golf' uses public relations to increase client loyalty. This shared purpose shows that the method used in this study was descriptive qualitative [11]. This study uses a sample selection method that is purposive sampling. This is so that the conformity of the data obtained with the direction of the research is maintained [12]. Purposive sampling is the deliberate selection of specific units of a population to form a sample representing the population (Sekaran & Bougie[13]).

Data primer obtained from obeservasi and in-person interviews to informants are Director of Q-golf, Chief Marketing Officer (CMO) Q-golf, Marketing Manager Communcation (marcom) Q-golf, and public relations staff of Q-golf. For the triangulation of data, observations and interviews were conducted to GoGolf's marketing manager.golf's geulis mountain public relations staff, and active Q-golf members.

Table 1 Research Informant

No	Code	Position	Reason
1	A	Director of Q-golf	Know in general Q-golf company strategy and public relations strategy
2	B	CMO Q-golf	Know the targets of Q-golf's public relations strategy
3	C	Manager Marcom Q-golf	Know the purpose of Q-golf's public relations strategy
4	D	Q-golf public relations staff	Know the work program and target public relations section of Q-golf
5	E	GoGolf marketing manager	Know the goals, objectives, work programs, and targets of GoGolf's public relations section.
6	F	Mount Geulis Golf Public Relations Staff	Know the response of golf course partners to the performance of Q-golf public relations.
7	G	member of Q-golf	Know the member's response to Q-golf's public relations performance.

III. RESULTS AND DISCUSSION

On April 16, 2013, PT Kualitas Andalan Bersama was founded. It has evolved into one of Indonesia's national golf communities, known as Q-Golf. Noldi Noviandie and its partners founded the company with the goal of providing convenience and benefits to its members and partners. Q-Golf is also working on new business models that would help the company to expand.

In its sixth year, Q-Golf has partnered with more than 30 golf courses, 40 hotels, and other businesses around Indonesia. Cooperation with our business partners will be nurtured and developed in order to achieve the company's vision and goal. Monthly golf competitions are also held at Q-Golf. Golf tournaments are held as part of the company's loyalty program, as well as to meet and network with other golfers. The competition hosted by Q-Golf is always eagerly awaited by its members, thanks to solid resources and complete support from corporate partners.

Q-Golf offers four different types of cards to meet the needs of both individuals and businesses. Red Card, Elder Card – Silver Edition, Easy Card – Green Edition, and Premium Card – Gold Edition are the four different varieties of individual cards. Each card has its own set of features that are tailored to the demands of the user. Q-Golf offers a Corporate Card – a Blue Edition designed exclusively for entrepreneurs and businesspeople that actively socialize and engage through golf for business or pleasure.

Q-Golf is also continuing to build systematic efforts to help members and potential members, such as online registration, continually updated information, and integrated reservation methods. Q-golf developed an application to make it easier for golfers to make reservations when they wish to play golf as technology progressed. Q-access is the name of the Q-golf app. Q-access is available in the Google Play Store for Android and the Apple App Store for iOS.

Public Relations Role of PT Kualitas Andalan Bersama

Based on the results of interviews and analysis of public relations activities, it can be said that the role of Q-golf public relations is as follows:

1. *Press relations or press agency.* Press relations or press agents. Q-golf public relations play a role in conducting press relations in the form of making information about Q-golf. Q-golf public relations manages Q-golf's social media namely Instagram, Facebook, Youtube, and Twitter. Q-golf's publicist posts on instagram regularly every day. Q-golf's youtube account has five video uploads containing information about Q-golf products and features. Instagram accounts are the most frequently used social media by Q-golf publicists. Facebook, Youtube and Twitter accounts are rarely used by Q-golf publicists. Q-golf's publicist made press contact by making articles in electronic media. The article appeared on www.tempo.co page, September 1, 2020. The article stated that Q-golf teamed up with Mercedes benz for Q-golf membership. Information conveyed through social media and electronic media in the form of news about

activities, features, and promos for Q-golf members. This is so that the public knows about Q-golf.

2. *Product publicity.* Product publicity. Q-golf's publicist made a publication on Q-golf products using social media and electronic media. Social media used is Instagram, Facebook, Twitter, and Youtube [14]. The electronic media used is the official website of Q-golf www.qgolf.asia
3. *Public affairs.* Public affairs. Q-golf public relations builds relationships with the golf community by holding *tournaments* and gatherings between Q-golf members. One of the tournaments ever held is *The 1st Interclub Golf Tournament* held at *Sentul Highlands Golf Club* on April 10-11, 201. The tournament is held by inviting Q-golf members and aims to contest the *Interclub 2019* rotating cup. In this tournament, participants of 240 people are divided into 80 groups and compete using a modified *scramble* system to compete for Best Point/ to Best *Poin 5*.

Table 2 Q-golf public relations role interview results

Indicators	question	Informant's answer						
		A	B	C	D	E	F	G
Public Relations Role	What do you think is the role of Q-golf's publicist?	Build good relationships with Q-golf stakeholders. Both internally and externally	Provide the widest information about Q-golf	Create Q-golf brand awareness to golfers	To give a positive image to Q-Golf itself	Make Gogolf known by all Indonesian golfers and also the Indonesian golf community	Informal stakeholders about Q-golf activities	Inform member their activities

4. *Lobbying.* Lobbying. Q-golf publicist wished Jakarta its 494th birthday. This speech is intended so that the local government knows that Q-golf cares about the City of Jakarta which becomes the domicile of Q-golf offices. During the covid-19 pandemic, Q-golf's publicist also made recommendations to comply with the covid-19 health protocol. This is as a form that Q-golf supports the Indonesian government's program in reducing the number of covid-19 cases by inviting all Q-golf members to always adhere to health protocols including when playing golf.
5. *Investor relations.* Investor relations. Q-golf's publicist does not undertake activities to maintain relationships with shareholders. The task of maintaining relationships with shareholders is carried out directly by the CEO. CEOs who have access to shareholders provide information on Q-golf related matters that shareholders should know when conducting board and shareholder meetings every month and every year at the AGM.
6. *Development.* Development. Q-golf public relations cooperates with relevant parties to donate and contribute to communities affected by covid-19 economically. Q-golf makes a donation in the form of a sembako to the community around the Q-golf office.

Public Relations Tool PT Kualitas Andalan Bersama

According to Armstrong [9] to carry out the function of public relations, there are several tools that can be used by public relations, namely:

1. News. News. Q-golf public relations using the public relations tool is to write news about activities that will and have been done by Q-golf. The news written by Q-golf's publicist was published on electronic media and social media. News in electronic media mentioned that Q-golf cooperates with Mercedes Benz Indonesia when conducting golf tournaments. Q-golf participates in the tournament event by becoming a sponsor by giving a free membership fee for one year if making the purchase of Mercedes benz V-class car units when the golf tournament takes place. The news was posted on electronic media. In addition, Q-golf also makes news in electronic media regarding the explanation of Q-golf products. In the news mentioned interesting features and great benefits if subscribed to become a member of Q-golf.
2. Special event. Special event. A special event conducted by Q-golf public relations is to create a special golf tournament for Q-golf members. One of the events that was held was "Q-Bersama" which was held on March 24, 2018 at Riverside Golf Club, Cimanggis and attended by 15 Q-golf members. At the tournament also held a suave event to maintain familiarity and friendship between each member of Q-golf.
3. Written material. Written material. Q-golf public relations uses written material tools in conducting work programs. This written material can be a news script and a caption script that will be posted on social media. This news script is then submitted to electronic media sites that want to air the news. The caption that will be posted on social media will be equipped with hashtags (Hashtags) that serve to make it easier for net citizens to search for news or post on social media. Net citizens only need to enter search keywords with hashtags in the search field on social media. Then there will be news and information about the keywords he is looking for.
4. Audiovisual material. Audiovisual material Q-golf's publicist uses audio visual material in his work program. Audio visual material can consist of images and videos. The image used by Q-golf public relations is a two-dimensional image that is felt to be able to describe the purpose and purpose that wants to be conveyed to the image material. The image material can be seen on Q-golf social media such as Instagram, facebook, and twitter. In addition, Q-golf also uses audio visual material in the form of video. This video shows the information you want to convey on the video [15]. Video material can be seen on social media Instagram, facebook, and youtube Q-golf.
5. Corporate identity material. Corporate identity material. Q-golf corporate identity material can be seen on Q-golf member cards, Q-golf apps, all Q-golf social media, Q-golf employee business cards, brochures, banners, and Q-

golf employee uniforms. The identity of the Q-golf company displayed in the material above is in the form of the Q-golf logo and tagline.

6. Public service activity. Public service activities. Public service activities carried out by Q-golf are donating by distributing food to the community around the Q-golf office affected by covid-19 economically. This is expected to help ease the burden on the community. In addition, it can also make the public know and believe that Q-golf is a company that also cares about the surrounding community.
7. Web and social media. Sites and social media. Site tools and social media are the tools most often used by Q-golf publicists. Q-golf public relations is tasked with managing the Q-golf site(www.qgolf.asia). All the update of data and information that wants to be displayed there Q-golf becomes the responsibility of Q-golf public relations. In addition, social media is also used to display Q-golf information and promos. Q-golf publicists most often use social media tools in running their work programs. Social media used is Instagram, Facebook, Twitter, and Youtube. Of the four social media, Instagram is the social media most often used by Q-golf publicists.

There are seven public relations tools used by Q-golf's public relations section: news, special events, written material, audio visual material, corporate identity material, public service activities, and social media sites and media. The seven public relations tools have been routinely used by the public relations section of Q-golf. Of the seven public relations tools that are most often used are sites and social media, audio visual material, and corporate identity material. Sites and social media are most often used because more customers are active on social media and sites. Q-golf social media is the most commonly used tool. With the use of social media tools, it takes audio visual material and corporate identity material to post on social media Q-Golf.

Public Relations Strategy of PT Kualitas Andalan Bersama

Interviews with informants are performed to learn more about Q-current golf's public relations approach (Table 4.5). Each company's public relations initiatives serve a particular goal. A proper public relations strategy is required to attain these objectives. There are numerous ways in public relations efforts to develop a message in the form of information or news, according to Hadwood Childs in Ruslan [10], namely : 1. Strategy of publicity. Publication is done by creating written material for electronic media and audio visuals and writing for social media. 2. Strategy of persuasion. 3. Strategy of argumentations 4. Strategy of image.

The strategies implemented by Q-golf publicists are strategy of publicity, strategy of persuasion, and strategy of image. Q-golf's publicist did not implement the strategy of augmentation.

Table 4 Q-golf public relations strategy interview results

Question	Informant's answer				
	A	B	C	D	E
What are the work programs that Q-golf publicists have done?	Information about Q-golf. foster relationships with golfers, merchants, and golf course partners	Information about Q-golf to people	provide information and spread promos and benefits of being a Q-golf member.	holding a joint play with fellow Q-Golf members and doing birthday greetings every month	Establishing relationships with golfers, Gogolf associates, planning events with the marketing and management team
What are Q-golf's public relations work program plans?	increase relationships with golfers, merchants, and golf course partners	We need to focus more on information about Deeper benefits about the benefits of being a Q-golf member	Public relations maximizes the use of digital channels to increase brand awareness	add to the list of courses in collaboration with Q-Golf. work with figures and influencers to attract Q-golf subscription people	Expand and strengthen relationships with golfers and the golf community

IV. CONCLUSION

The study concluded that the public relations strategies used by Q-golf publicists are *The strategy of publicity* that has been done by Q-golf public relations is to publish all activities and information of Q-golf products through electronic media and social media. Publication is done by creating written material for electronic media and audio visuals and writing for social media. *The strategy of persuasion* that has been done by Q-golf publicists is to invite the golf course to partner with Q-golf because it will get great benefits, create golf tournaments for Q-golf members, post on social media about the value and benefits obtained if you become a member of Q-golf, and do social media posts about the features of the Q-golf application. *The strategy of argumentations* is not done by Q-golf publicists. *Strategy of image*. What Q-golf's publicist did was to post on social media about activities that have been carried out by Q-golf such as golf tournaments and donations concerned about covid-19. The advice from this study is Q-golf public relations also perform more public relations roles as a development and public relations tool for public service activities, especially during the covid-19 pandemic that many people need donation assistance. This can make the company's image better and the public will know that Q-golf is a company that also cares about others. It is also expected to make customers loyal to Q-golf. It's best for Q-golf publicists to prepare a strategy of *augmentation*. This is due to the need to plan a handling strategy in the event of a crisis.

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