

ABSTRACT

The Lippo Group (Meikarta) is a flagship project owned by Lippo Group, PT Lippo Karawaci Tbk (LPKR) and PT Lippo Cikarang Tbk (LPCK). The project is owned by PT. Mahkota Sentosa Utama, a wholly owned subsidiary of LPCK. Based on the results of the study note that there are problems with respect to consumer behavior, especially regarding marketing strategies that are suspected to be caused by lack of Marketing Public Relations activities such as lack of event activities that have not been maximized.

The purpose of research to determine the relationship of Public Relations Marketing with Consumer Behavior in Meikarta. The research method used is descriptive method of analysis, data collection is done by library research and field research. In this field research researchers conducted interviews, non-participant observation, and questionnaires to consumers and prospective consumers. Data analysis used is instrument validity, instrument reliability, simple linear regression equation, rank spearman correlation, and hypothesis test.

Based on data obtained from the results of research, showed that there is a positive relationship between Marketing Public Relations on Consumer Behavior. Based on simple linear equations obtained data showing Marketing Public Relations have a relationship with Consumer Behavior, meaning that if there is an increase of one unit variable Marketing Public Relations aka will increase consumer behavior 0.358 units. Based on the correlation coefficient X and Y obtained correlation value or relationship of 0.629 where the numbers are included into the category of strong relationships.

Implementation of Marketing Public Relations activities experienced various obstacles such as the company has difficulty to have consumer confidence and the company still needs engineering and science Marketing Public Relations.

Suggestions that researchers put forward among other companies should further organize activities to improve knowledge about Meikarta.

Keywords : Marketing Public Relations