**ARTIKEL**

**FORMULASI STRATEGI PEMASARAN RELASIONAL DALAM MENCIPTAKAN NILAI PELANGGAN**

**DI UNIVERSITAS PGRI PALEMBANG**

***FORMULATION OF RELATIONSHIP MARKETING STRATEGY IN CREATING CUSTOMER VALUE***

***IN UNIVERSITY PGRI PALEMBANG***

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**ABSTRAK**

Latar belakang penelitian ini berdasarkan fenomena, dimana hampir semua Perguruan Tinggi Swasta (PTS) di Palembang mengalami penurunan dalam penerimaan mahasiswa dan kolab/tutup. Penyebabnya adalah Pemerintah membebaskan Perguruan Tinggi Negeri (PTN) menerima mahasiswa tanpa batasan dengan berbagai jalur, banyak berdiri PTS dan adanya kuliah jarak jauh.

Tujuan penelitian untuk mengetahui, mengkaji dan menganalisis formulasi strategi PR dalam menciptakan nilai yang berimplikasi pada PMB. Metode penelitian ini berjenis kualitatif*,* bersifat *eksploratory research* dan pendekatan induktif. Sumber datanya melalui observasi dan wawancara ke sivitas akademika UPGRI, asosiasi dan *expert judgement*.

Hasil analisis dan interpretasi atas temuan data terkait penelitian ini menunjukkan bahwa analisis SWOT PR menghasilkan beberapa alternatif strategi, sedangkan formulasi strategi pemasaran relasional dalam upaya menciptakan nilai pelanggan di UPGRI Palembang masih belum sepenuhnya dilakukan. UPGRI yang berupaya untuk menciptakan nilai dengan cara merubah pola pemasaran transaksional ke relasional yang mengacu pada elemen pemasaran, pelayanan dan kualitas. Strategi PR yang sudah diimplementasikakan dalam kegiatan promosi UPGRI sudah terbukti dapat meningkatkan PMB sebesar 30% dimana pelaksanaan strategi tersebut belum sepenuhnya digunakan dalam kegiatan pemasaran, dan UPGRI sendiri masih tetap menggunakan strategi pemasaran transaksional walaupun hanya 20% yang dgunakan untuk awareness. UPGRI juga berusaha untuk menciptakan nilai dari penggunakan strategi PR dengan cara menggunakan taktik *NICE* (*network, interaction, common interest* dan *experience).*

Kata Kunci : Analisis SWOT, Formulasi Strategi PR, Strategi NICE, Sivitas Akademika UPGRI, Asosiasi PTS dan *Expert Judgement*.

**ABSTRACT**

The background of this research is based on a phenomenon, where almost all Private Universities (PTS) in Palembang experience a decline in student admission and collusion / closure. The reason is that the Government freed State Universities (PTN) to accept students without restrictions with various channels, many of which stood PTS and distance learning.

The purpose of the study is to find out, review and analyze the formulation of PR strategies in creating value that has implications for PMB. The method of this research is qualitative, exploratory research and inductive approach. The source of the data is through observation and interviews with UPGRI academics, associations and expert judgment.

The results of the analysis and interpretation of the findings of the data related to this study indicate that the SWOT PR analysis produced several alternative strategies, while the formulation of the relational marketing strategy in an effort to create customer value at the UPGRI Palembang was still not fully implemented. UPGRI which seeks to create value by changing the transactional to relational marketing pattern that refers to the elements of marketing, service and quality. The PR strategy that has been implemented in UPGRI promotion activities has been proven to increase PMB by 30% where the implementation of the strategy has not been fully used in marketing activities, and UPGRI itself still uses the transactional marketing strategy even though only 20% is used for awareness. UPGRI also seeks to create value from using PR strategies by using NICE tactics (network, interaction, common interest and experience).

Keywords: SWOT analysis, PR Strategy Formulation, NICE Strategy, UPGRI Academic Society, PTS and Expert Judgment Association.

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