

ABSTRAK

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**Pelaksanaan Brand Positioning Lippo Plaza Jogja Sebagai Mal “Anak Muda”
Di Yogyakarta Tahun 2018**

Tahun Skripsi : 2019 + 89Hal + 36 Gambar + 1 Tabel + 1 Bagan

Daftar Pustaka : 18 Buku + 10 Jurnal + 1 Internet + Undang-undang

Banyaknya bermunculan mal yang berkonsep world class di Yogyakarta membuat persaingan semakin ketat dalam membangun konsep world class pada setiap mallnya. Untuk itu diperlukannya perhatian khusus untuk para pengembang pusat perbelanjaan modern agar menciptakan differensiasi konsep yang dapat membedakan suatu mall dengan mall pesaing lainnya, maka dari itu Lippo Plaza Jogja hadir dengan konsep mal anak muda. Tujuan dari penelitian ini untuk mendeskripsikan bagaimana pelaksanaan brand positioningnya sebagai mal “anak muda” di Yogyakarta pada tahun 2018.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Sumber penelitian merupakan wawancara mendalam kepada beberapa narasumber, dokumentasi, dan arsip Lippo Plaza Jogja. Uji validitas penelitian ini menggunakan metode triangulasi sumber.

Dalam penelitian ini ditemukan beberapa temuan. Pertama alasan Lippo Plaza Jogja memilih positioning anak muda karena, kurangnya mal yang ramah untuk anak muda mulai dari segi harga maupun fasilitas-fasilitas yang disediakan. Kedua, Lippo Plaza Jogja menonjolkan positioningnya sebagai mal anak muda melalui event dan venue. Pada tahun 2018 Lippo Plaza Jogja meresmikan dan mengembangkan *venue My Kitchen* dan *Sevensky*, lalu Lippo Plaza Jogja juga mempunyai beberapa kegiatan yang memperkuat positioningnya sebagai anak muda yaitu, Female Dj Party, Jogja Sneakers Market, Korean Girls Festival, dan Tournament e-sport seperti Mobile Legend, PUBG, AOV. Media promosi yang paling dominan yakni menggunakan media sosial Instagram dimana melakukan perancangan konten kreatif, selain itu juga menggunakan media lain seperti poster dan famlet. Lippo Plaza Jogja telah melaksanakan evaluasi tetapi belum melaksanakan riset.

Kata Kunci : positioning, lippo plaza jogja, anak muda

ABSTRACT

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Implementation of brand positioning Lippo Plaza Jogja as a youth mall in Yogyakarta in 2018

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Period Thesis : 2019 + 89 Pages + 36 Pictures + 1 Table + 1 Chart

References : 16 Book + 10 Journals + 1 Internet Source + Constitution

The number of malls that appear world class concept in Yogyakarta makes the competition more stringent in building the concept of world class in each mall. The number of mall that appear world class concept in Yogyakarta makes the competition more stringnt in building the concept of world class in each mall. For this reason, special attention is needed for the developers of modern shopping centers in order to create differentiation concepts that can distinguish a mall from other competing malls, therefore Lippo Plaza Jogja comes with the concept of a mall of young people. The purpose of this study is to describe how the implementation of brand positioning as a mall "young people" in Yogyakarta in 2018

This research uses a qualitative method with a descriptive approach. The research source is in-depth interviews with several speakers, documentation, and Lippo Plaza Jogja archives. Test the validity of this study using the source triangulation method

In this study found several findings. First, the reason Lippo Plaza Jogja chose the positioning of young people was because of the lack of friendly malls for young people, in terms of price and the facilities provided. Second, Lippo Plaza Jogja highlights its positioning as a youth mall through events and venues. In 2018 Lippo Plaza Jogja inaugurated and developed the My Kitchen and Sevensky venue, then Lippo Plaza Jogja also had several activities that strengthened its position as young people, Female Dj Party, Jogja Sneakers Market, Korean Girls Festival, and e-sport Tournaments such as Mobile Legend, PUBG, AOV. The most dominant promotional media is using social media Instagram which designs creative content, while also using other media such as posters and famlets. Lippo Plaza Jogja has conducted an evaluation but has not yet conducted research.

Keyword : Positioning, Lippo Plaza Jogja, Young people

