

## Abstrak

*Marketing Public Relations* dapat menjadi saluran efektif bagi suatu perusahaan untuk menjalin hubungan dengan audiens sekaligus memasarkan produk dan merek secara berkelanjutan. *Pull marketing* sebagai salah satu *three ways strategies* dalam *marketing public relations* menjadi saluran pemasaran sekaligus media menjalin hubungan kepada masyarakat dengan mengemas pesan secara tidak langsung untuk membuat masyarakat tertarik dan mendatangi merek. Im3 Ooredoo sebagai merek penyedia jasa layanan data seluler memiliki strategi *pull marketing* menarik dengan mempublikasikan video klip Ramai Sepi Bersama, Bangkit dan Berlari, serta Selaras. Im3 Ooredoo memanfaatkan momentum ramadhan, kemerdekaan, serta tahun baru dengan mempublikasikan lagu berisi afirmasi positif dan terus berjuang selama pandemi. Penelitian ini berfokus pada pembentukan *brand image* dari dimensi *pull marketing* dan *content marketing* ketiga video klip tersebut. Penelitian ini melibatkan 406 responden dengan metode survei daring. Terdapat lima analisis yang dilakukan, yaitu analisis rata-rata (mean), korelasi, regresi linear, jalur, dan tabulasi silang. Penelitian ini melihat bahwa *pull marketing* berpengaruh pada pembentukan *brand image* Im3 Ooredoo di masa pandemi. Dimensi *content marketing* pun turut memediasi hubungan tersebut secara signifikan.

**Kata kunci:** *Pull marketing; Content Marketing; Brand Image; Im3 Ooredoo*

### ***Abstract***

*Marketing Public Relations can be an effective channel for a company to build relationships with audiences as well as market products and brands in a sustainable manner. Pull marketing as a three-way strategy in marketing public relations is a marketing channel as well as a medium for building relationships with the public by packaging messages indirectly to make people interested in and approach brands. Im3 Ooredoo as a cellular data service provider brand has an interesting pull marketing strategy by publishing video clips of Ramai Sepi Bersama, Bangkit dan Berlari, and Selaras. Im3 Ooredoo took advantage of the momentum of Ramadan, independence, and the new year by publishing songs containing positive affirmations and continuing to fight during the pandemic. This research focuses on building a brand image from the pull marketing and content marketing dimensions of the three video clips. This research involved 406 respondents using the online survey method. There are five analyses performed, namely the analysis of the average (mean), correlation, linear regression, path, and cross tabulation. This study shows that pull marketing had an effect on the formation of the Im3 Ooredoo brand image during the pandemic. The content marketing dimension also mediates this relationship significantly.*

***Keywords:*** *Pull marketing; Content Marketing; Brand Image; Im3 Ooredoo*