



ABSTRAK

Di tengah beragamnya media komunikasi yang ada saat ini, strategi pemasaran dan media yang tepat merupakan hal yang sangat penting dilakukan. Semakin banyaknya masyarakat yang menggunakan internet, komunikasi melalui media digital menjadi salah satu hal yang sangat efektif. Penulisan Tugas Akhir ini bertujuan untuk mengetahui : (1) Jenis-jenis media digital *marketing* apa saja yang digunakan oleh *Public Relations Department Bali Zoo* dan cara pengelolaannya, (2) Bagaimana desain dari media digital *marketing Bali Zoo*, (3) Kendala apa saja yang dihadapi oleh *Public Relations Department* dalam pengelolaan digital *marketing Bali Zoo*. Penulis menggunakan metode penelitian kualitatif deskriptif. Proses pengumpulan data yang dilakukan mencakup metode observasi partisipan, wawancara, dan dokumentasi. Penulis berperan langsung dalam kegiatan *Public Relations Departement* di *Bali Zoo* sehingga penulis dapat menganalisis rumusan masalah yang ada menjadi sebuah kesimpulan dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa (1) Terdapat empat jenis media digital yang dikelola langsung oleh *Public Relations Departement Bali Zoo* yaitu media sosial *marketing*, email *marketing*, *influencers marketing* dan video *marketing*, (2) Desain pada digital *marketing* mempunyai ciri khas tersendiri pada warna yang digunakan yaitu berwarna *vibrant* atau cerah, (3) Dalam pelaksanaannya, *Public Relations Department* masih mempunyai kendala yang dihadapi yaitu tidak selalu tercapainya target, kurangnya jumlah karyawan dan *influencers* sering membatalkan jadwal secara tiba-tiba.

Kata kunci : *Digital Marketing, Public Relations Department, Bali Zoo*



ABSTRACT

In the middle diversity of communication media, the right strategy and communication media are very important things to do. The increasing people who use the internet, communication through digital media has become one of the most effective ways. This final project assignment aims to comprehend: (1) kind of digital marketing that managed by Public Relations Department Bali Zoo and how to managed it (2) How to design digital marketing that managed by Public Relations Department Bali Zoo and (3) The obstacles on the implmentation and management of digital marketing that managed by Public Relations Department Bali Zoo. This research was using descriptive qualitative. The data was collected by using participatory observation, interviews and documentation. The writer had a role directly on Public Relations Department activity at Bali Zoo, the writer has capability to analyze the problems become a research conclusion. The result of this research shows that (1) There are four kinds of digital marketing that managed by Public Relations Department of Bali Zoo such us social media marketing, email marketing, influencers marketing and video marketing (2) The design of digital marketing has its own characteristics in the colors used, which are vibrant or bright (3) The implementation of digital marketing, the Public Relations Department still has obstacles, not always achieving targets, the lack of employees and influencers often canceling the schedule suddenly.

Keyword : Digital Marketing, Public Relations Department, Bali Zoo