

PUBLIC RELATION STRATEGY OF PT. NATURAL NUSANTARA (NASA) IN BUILDING BRAND AWARENESS

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Abstract: *The research method in this study using qualitative research approach with descriptive analysis. Data collection using interview and documentation. Data analysis technique using Ronald D. Smith's theory that's strategic planning for public relations with four stages of branding awareness: formative research, strategy, tactics, and evaluative research. The result of the study is (1) PT. Natural Nusantara is a company that using multi level marketing business system. NASA's strategy to introducing his products to consumers thought to seminars and training for the members about new product that has been launched. Market analysis, planning and and strategy, tactic of communication also evaluation from the event arranged by the company. (2) A supporting factor in building NASA's brand awareness is the presence of technicians or consultants from each field in the product category who are really qualified, and the obstacle factor is the information system and NASA's business system can't entering to the digital platform specifically marketplace because it is prohibited by the Ministry of Trade.*

Keywords: *Public Relation, Brand Awareness, Multi Level Marketing, Natural Nusantara*

PENDAHULUAN

Support system at the company PT. NASA has also received deep attention. The system with the term diamond network is expected to be able to produce distributors who are reliable in running NASA's business, understand product knowledge more thoroughly, know how to run a good business, can be consistent and also work smart.

With human resources and company development plan PT. NASA is mature, researchers want to do an analysis of the Public Relations Strategy of PT. Natural Nusantara (NASA) in Building Brand Awareness. The previous research that has relevance to this research which has different substances, among others: (1) First, "Public relations strategy in Building Image (Qualitative Descriptive Study of Public Relations Stages of Aziza Hotel in Building Image as a Sharia-Based Hotel)" Thesis Wulan Pertiwi Devi Students of the Faculty of Social and Political Sciences, Communication Studies Study Program,

*Sebelas Maret University, Surakarta.*¹ Wulan Pertiwi's research was conducted with the aim of knowing the stages of public relations at Hotel Azza in building an image as a sharia-based hotel in the midst of competition with conventional hotels in the city of Solo. This study was written and analyzed using a qualitative descriptive method. (2) Second, "The RRI Jakarta Public Relations Strategy in Maintaining the Image of the RRI Jakarta Institution" Thesis Natasha Anissa Student of the Faculty of Da'wah and Communication Studies Study Program of Islamic Communication and Broadcasting, Syarif Hidayatullah State Islamic University Jakarta.²

Natasha Anissa's research was conducted with the aim of outlining the strategies used by PR from RRI Jakarta in building and maintaining the image of the company. This study was written and analyzed using a qualitative descriptive method. (3) Third, "PT. Telkom Indonesia TBK in Makassar in Maintaining Company Image" Yunizar Khairunnisa's Thesis Student of the Da'wah and Communication Faculty of Communication Studies Study Program Alauddin State Islamic University Makassar.³ Yunizar Khairunnisa's research was conducted with the aim of knowing the strategies implemented by PT. Telkom Indonesia in Makassar in the field of public relations in order to maintain and maintain the image of the company that has been built in such a way. This study was written and analyzed using a qualitative descriptive method.

METHOD

In this study using a qualitative research approach with descriptive research methods. Descriptive research aims to make a systematic, factual, and accurate description, picture or painting of the facts, nature, and relationships between the phenomena being investigated. Technically descriptive qualitative is a research that studies intensively about the background of the current situation, and environmental interactions of a social unit, individual, group, institution, or community. Descriptive is describing the nature of something that took place at the time the research was conducted and examining the causes of a particular symptom. The data produced by the researcher this time is qualitative data. Qualitative data is data that is described in words or sentences that are separated according to categories to obtain conclusions.⁴

¹ Wulan Pertiwi, "Tahapan Public Relations Dalam Membangun Citra (Studi Deskriptif Kualitatif Tahapan Public Relations Hotel Aziza Dalam Membangun Citra Sebagai Hotel Berbasis Syariah," (Skripsi, Universitas Sebelas Maret, Surakarta, 2016).

² Natasha Anissa, "Tahapan Public Relations RRI Jakarta Dalam Mempertahankan Citra Lembaga RRI Jakarta, (Skripsi, UIN Syarif Hidayatullah, Jakarta, 2016).

³ Yunizar Khairunnisa, "Tahapan public relations PT. Telkom Indonesia TBK di Makassar dalam Menjaga Citra Perusahaan," (Skripsi, UIN Alauddin, Makassar, 2016).

⁴ Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktik*, 15.
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THEORITICAL REVIEW

A. Strategy to Build Brand Awareness Through Planning for Public Relations

In his book, "Strategic Planning for Public Relations", Ronald D. Smith describes 9 steps of strategic public relations, namely:

1. *Phase One: Formative Research*⁵

The first phase in the strategic planning process according to Smith is formative research or strategic research which is the first activity carried out by seeking information and analyzing the situation at hand. This research also has an impact on decision making in planning. In this phase, three steps are needed, namely:

*Step 1: Analyzing the Situations*⁶

Analyzing the situation is the first step taken by recognizing the situation that occurs inside and outside the company. Situations can be positive or negative. Even though the company is experiencing a crisis (crisis management), something that becomes an obstacle can turn into an opportunity if the problem comes from another party. This analysis involves the planner, client, supervisor, key person, and decision makers who are able to analyze possible obstacles that occur.

*Step 2: Analyzing the Organization*⁷

The second step in strategic planning is to analyze the strengths and weaknesses of the company or commonly referred to as a SWOT (Strength, Weakness, Opportunity, Threat) analysis. In analyzing the organization is influenced by three aspects, namely:

- a) *Internal Environmental*: Consists of the company's mission, resources, and performance. In this aspect, it analyzes whether the activities carried out are in accordance with the company's mission, how the resources are owned and how the employees perform in carrying out their activities.
- b) *Public Perceptions*: Analyze how the internal public perception of the company.
- c) *External Environment*: The most important thing in analyzing the external environment is knowing competitors that may be around the company such as competitors or parties who disagree with the company.

*Step 3: Analyzing the Publics*⁸

⁵ Ibid., 15.

⁶ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 17.

⁷Ibid., 29.

⁸ Ibid., 42.

In this step, it is important for a company to recognize and limit its publics. Both internal publics such as employees, employees' families, management, and investors as well as external publics such as media, government, consumers, communities and NGOs. In addition to the publics mentioned above, there is the term key public, namely audiences who will be directly involved in the communication process with the organization, knowing the public key can make it easier for the organization to centralize the communication process to be more effective.

2. Phase Two: Strategy⁹

Step 4: Establishing Goals and Objectives¹⁰

Goals: Focuses on the top position a company will achieve for its product or service. This step helps companies to establish clear, specific, and measurable goals in determining what they want to achieve.

Smith categorizes goals into three, which are as follows:

- a) Reputations management goals are related to the identity and perception of the company.
 - b) Relationship management goals are categories of goals that focus on how the company relates to its publics.
 - c) Task management goals, namely goals that focus on activities that have been carried out by the company.
- C] Objectives: Focus on the impression given so that it can attract the attention of the public until the impression given can be conveyed to the maximum (awareness), after the message is distributed ensuring that the public accepts the message (acceptance), and most importantly so that the message produces feedback and positive changes to the public. public and company (action).

Step 5: Formulating Action and Response Strategies¹¹

At this stage is to determine the opportunities that will be carried out by the company in various situations experienced. Communication planners have a variety of choices about what an organization can communicate to its publics. Action communication here can be proactive or reactive depending on the situation required.

⁹ Ibid., 67.

¹⁰ Ibid., 69.

¹¹ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 82.

- a) Proactive strategy is the most effective strategy because this strategy is implemented in accordance with company planning.
- b) Reactive strategy is how the company responds to be able to restore conditions as before a condition occurred or rebuild trust from the public

Step 6: Using Effective Communication¹²

To communicate with the public, it is necessary to first determine who will deliver the message, what kind of message you want to convey, how the structure of the message will be conveyed, and the sentence that will be used with what kind of symbols.

3. Phase Three: Tactics¹³

This phase is the phase of how the company is able to consider and choose communication tactics in achieving company goals.

Step 7: Choosing Communication Tactics¹⁴

There are 4 categories in choosing a communication approach, including:

a) *Interpersonal Communication*

Communication that occurs in which two or more people meet face-to-face and carry verbal and non-verbal messages so that each can understand each other's messages and interact effectively.

b) *Organizational Media*

The existence of media where the content, distribution time, and design and so on are determined by the company (bulletins, newsletters, etc.).

c) *News Media*

Provide specialized communication tactics for a large number of publics.

d) *Advertising and Promotional Media*

Using advertising or promotional tactics that utilize the media to attract the attention of the internal public as well as the external public.

Step 8: Implementing the Strategic Plan¹⁵

This step is the stage of determining the budget and schedule to implement a program what will be carried out by the company's PR. Budgeting can also be done at the beginning of the planning process. PR practitioners can categorize budgets as follows:

¹² Ibid., 117.

¹³ Ibid., 155.

¹⁴ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 157.

¹⁵ Ibid., 217.

- a) *Personnel*: Includes public numbers, costs for media communication tactics such as design, photography, and so on.
- b) *Material*: Includes what tools are needed to carry out the communication tactics and strategies that have been established.
- c) *Media Cost*: Budget required for paid media or promotional communication tactics (advertising and so on).
- d) *Equipment and Facilities*: Includes costs that must be issued from the company's capital for the purposes of communication tactics, such as purchasing computers, scanners, and so on.

4. **Phase Four: Evaluative Research**¹⁶

*Step 9: Evaluating the Strategic Plan*¹⁷

The evaluation stage is very important for companies to determine and see the success of a program that has been carried out by PR. This evaluation stage can be determined by several categories, namely:

- 1) Evaluation Output: Evaluation of the message production process, message dissemination.
- 2) Evaluation of Awareness Objectives: Evaluation of content awareness of the message delivered.
- 3) Evaluation of Acceptance Objectives: Evaluation of feedback from targets.
- 4) Evaluation of Action Objectives: Evaluation of the participation of the targets and direct observation to analyze changes in action.

RESULT AND DISCUSSION

A. Formative Research¹⁸

*Step 1: Analyzing the Situations*¹⁹

Analyzing the situation is the first step taken by the management of PT. Natural Nusantara. PT. Natural Nusantara conducted an initial analysis, which was to determine the advantages of this company that other companies do not have. Among the advantages of PT. Natural Nusantara is to create employment in the form of entrepreneurial opportunities for anyone who is interested and

¹⁶ Ibid., 235.

¹⁷ Ibid., 237.

¹⁸ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*. 15-237.

¹⁹ Ibid., 17.

there is no limit to the number in it. This is of course useful in providing a way for beginners in terms of business and businesses to start their own business with relatively low risks and large long-term profits.²⁰

PT. Natural Nusantara, which offers entrepreneurial opportunities for everyone, of course has an important role in reducing the number of unemployed in Indonesia. The proof is that approximately 1.5 million people have become part of PT. Natural Nusantara which is incorporated as a distributor in marketing products from NASA. The work system of NASA itself does not consider its distributors as employees, so there will be no layoffs in it. This of course has a very positive effect on people who depend on work for their lives, especially during this pandemic period where a lot of companies end up laying off their employees because of the impact of the pandemic.²¹

An advantage is of course an important part of a company in building public trust in the services provided. But nothing is perfect in this world, everything must have its own advantages and disadvantages. Likewise PT. Natural Nusantara, behind the advantages that greatly help economic growth in Indonesia, NASA also has disadvantages. However, this shortcoming is not something that can have a big impact because in the future they will always try to improve their system and services. The lack of NASA itself is actually more of a technical problem regarding the use of a more integrated information system, for example in some circumstances still using conventional systems. However, in the near future there will be the launch of a new information system that can integrate many business components at NASA to be more efficient and more effective.²²

Company PT. Natural Nusantara itself has a great opportunity in marketing its products, especially in the field of agrocomplex NASA has various kinds of organic fertilizers made from natural ingredients and has a good effect on the environment. In addition to agrocomplex products, NASA also has several other products that are no less competitive with other product providers.²³

PT. Natural Nusantara is a trading company with a Multi Level Marketing business system which incidentally is a company that manages people, so the effort to keep partners always carrying out their roles is a pretty tough challenge, because here they manage people instead of managing goods or products anymore. So how the efforts are made to keep the partners in the spirit of running their business is a very challenging thing, demanding a very good management process. However, the existence of challenges actually makes us grow even more if we want to find a way out or even

²⁰ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

²¹ *Ibid.*,

²² Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

²³ *Ibid.*,

create new innovations. This is what PT. Natural Nusantara in maintaining the spirit of the partners in running their business, so that the members of the partners are actually increasing day by day.²⁴

Various situations in a company can be positive or negative. Even if a company is in crisis, for example, something that becomes an obstacle can turn into an opportunity if the problem comes from other parties or even from within the company itself. With the analysis, everything will find a bright spot and a way out. Then from there, new innovations will emerge that can support the development of a better company in the future.

Step 2: Analyzing the Organization²⁵

PT. Natural Nusantara as a company that departed from the world of education, has various considerations in running a business, including in terms of commercial, business, and non-business purposes, until in the end it was decided to choose a Multi Level Marketing business system. From a business perspective, the main goal of a company, of course, is to seek large profits while avoiding losses. But at PT. Natural Nusantara is not only a commercial goal to be achieved, there are other goals to be achieved such as contributing to the nation and country with NASA's potential in agriculture, business potential and so on.²⁶

PT. Natural Nusantara, which uses a multi-level system in its business practices, of course has several considerations, and one of the things that makes this system used by NASA is because a business partner is not an employee, so he has the freedom and flexibility to develop his own business. , besides that, a NASA partner has the opportunity to get certain rewards if he has been able to reach the specification qualification to get a higher level. In a multi-level business system there are also various kinds of education so that this can also improve the quality of human resources in Indonesia.²⁷

Human resources in the form of employees at the company PT. Natural Nusantara itself is also very concerned. So, in addition to having NASA partners as the spearhead of marketing, PT. Natural Nusantara also has an office and there are human resources there. For employees of PT. NASA that dedicates its life to providing services to companies will also receive rewards when certain criteria have been met, for example getting a vehicle according to the career path in the first 10 years and there are rewards in the form of hajj or umrah opportunities for employees who have served for 20 years. This is all done to appreciate their performance, the energy they give to help the company.²⁸

²⁴ Ibid.,

²⁵ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 29.

²⁶ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

²⁷ Wawancara dengan *Human Resource Development* PT. Natural Nusantara pada Selasa, 5 April 2022.

²⁸ Ibid.,

As a well-known trading company, PT. Natural Nusantara itself is synonymous with the term natural which means natural, environmentally friendly and so on. Therefore, NASA, which has now become a large company, must maintain that image while still creating new innovations for the needs of products in other areas of life. In order to create these innovations, cooperation with other product manufacturers was opened as a complement to the main products owned by PT. Natural Nusantara.

This trading company which is engaged in marketing various kinds of products in Indonesia is not only one or two but many. That's what can be categorized as a competitor by PT. Natural Nusantara. But more specifically, because NASA itself carries a multi-level system, its main competitors are other multi-level companies that are both engaged in the trade sector. Both in terms of business systems and in terms of recruiting new members, the competition is quite tight, so companies must try not to lose competitiveness with their competitors.²⁹

Competition between multi-level companies itself is not only about recruiting members, in terms of product inventory it is also very influential on competition in market share. Moreover, because the products provided by NASA are not only in one field, the competitors will be more and more. For example in the field of cosmetics provided by various brands, such as M.S Glow from Malang, then there is Wardah who also has a well-known brand in the Indonesian cosmetic market, that is one of NASA's competitors in the cosmetic field. If in the field of organic fertilizers, the competitors include entrepreneurs of other organic fertilizer products.³⁰

The existence of competitors in running a business or business is not a problem, it can be used as a challenge or even used as a reference in achieving a better business system. Starting from program planning, implementation and then evaluation must always be carried out in order to achieve improvements in all aspects of the business. PT. Natural Nusantara also monitors other competitors in terms of issue management, but because the name MLM already has a negative image among the public, NASA is trying to fix that stigma and build another positive image. NASA carries the Pure MLM business system, this system is of course very contrary to the money game system which in the end causes a lot of losses for its members. NASA actually offers benefits if they want to become NASA members by marketing the products provided by the company to consumers.³¹

The money game company itself will not last more than 5 years, because the opportunities and interests of people all the time as time goes by will decrease and over time no one will be

²⁹ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

³⁰ Ibid.,

³¹ Wawancara dengan *Human Resource Development* PT. Natural Nusantara pada Selasa, 5 April 2022.

interested in joining again until eventually they will go out of business and just disappear. Unlike the Multi Level Marketing system or Pure MLM, as long as the sale is still running even though there are no more members joining, the company will still exist, keep running because there is still a transaction process there from production to marketing.

*Step 3: Analyzing the Publics*³²

PT. Natural Nusantara always prioritizes the welfare of its employees and maintains good relationships with investors and vendors who supply their products to NASA. Management in NASA's management is considered equal, nothing is more important, higher, superior and so on, but organizationally there is still a structural management system created and of course it is in accordance with the criteria of a good trading company.³³

Then from NASA management also provides a special team assigned as people who deal with consulting issues, both consulting with vendors and consulting with NASA partners. It can be said that these people are the key public in communicating messages to stakeholders both internal and external. So that the communication process that occurs will be more effective and company goals will be more easily achieved.³⁴

B. Strategy³⁵

*Step 4: Establishing Goals and Objectives*³⁶

*Goals focus on the top position a company will achieve for its products and services. This step helps companies to establish clear, specific, and measurable goals in determining what they want to achieve. Company PT. Natural Nusantara continues to strive to provide convenience for each of its partners in every way. Especially in terms of product marketing, because NASA is a trading company, the procurement of products is fully borne by the office, the partners will only have to market these products to consumers without having to bother going to the head office. NASA partners if they want to pick up the product they want, just meet the nearest stockist in their area.*³⁷

While objectives focus on the impression given so that it can attract public attention so that the impression given can be conveyed to the maximum (awareness), after the message is distributed it ensures that the public accepts the message (acceptance), and the most important thing is that the message produces reciprocity and positive changes to the public. public and company (action).

³² Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 42.

³³ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

³⁴ *Ibid.*,

³⁵ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 67.

³⁶ *Ibid.*, 69.

³⁷ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

Through education on product knowledge through seminars, workshops and others held by NASA, it aims to provide business partners with knowledge related to the products offered by NASA. That way the partners will feel more confident because they have mastered the basic knowledge about the product and of course have the courage because of the mentality that has been formed. The more products that can be sold, the greater the accumulated points earned by NASA members, so they will be more motivated to increase their level while increasing product offerings to consumers.³⁸

Step 5: Formulating Action and Response Strategies³⁹

At this stage is to determine the opportunities that will be carried out by the company in various situations experienced. Communication planners have a variety of choices about what an organization can communicate to its publics. Action communication here can be proactive or reactive depending on the situation required. Proactive communication efforts developed by PT. Natural Nusantara is to introduce NASA's products and work system mechanisms to NASA partners or members. In NASA's business system there are certain levels, and the mechanism for taking products to market must be in accordance with the sequences of levels that existed from the start. From the center to the consumer, there are distribution rules that NASA partners must comply with.⁴⁰

Step 6: Using Effective Communication⁴¹

From the NASA management itself, they entrust all outgoing affairs or in terms of conducting work visits or visits in the context of training and product introduction to the technical service division. From the TS side, the company came to meet the partners who were having difficulties and explained directly to them related to the problems experienced by the partners as well as the existing consumers. Because NASA itself also prioritizes the educational process in addition to marketing, the education provided itself covers the end users of the product or consumers. This is intended so that partners have confidence in marketing products because besides they have knowledge, they also have back up from behind in the form of expert consultants in their respective fields.⁴²

Company PT. Natural Nusantara also highly upholds attitude or behavior, be it behavior towards employees, guests and so on. The most important thing that also has an important role in human life is morals, if someone has a polite, polite and humble attitude it will be easy to win the hearts of others, on the other hand if you have an arrogant, arrogant,

³⁸ Wawancara dengan *Human Resource Development* PT. Natural Nusantara pada Selasa, 5 April 2022.

³⁹ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 82.

⁴⁰ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

⁴¹ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 117.

⁴² Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

self-righteous nature will cause people to stay away. didn't even want to get close at all. That is one of the considerations and emphasis in the company PT. Natural Nusantara. In addition to attitude and behavior, the NASA company also places great emphasis on honesty, because the first thing needed to gain the trust of others starts with honesty and being trustworthy.

All employees, even all elements in the company PT. Natural Nusantara, both internal and external, such as vendors and partners who visit the office, always uphold the principles of PT. Natural Nusantara is to be polite and always act with honesty. Because people we have just met will be judged first by appearance and then behavior, if their behavior is polite, they will be respected. And vice versa, if it's the first time you meet other people and behave inappropriately, of course other people will feel disturbed and uncomfortable, maybe they won't even want to see us anymore..⁴³

C. Tactics⁴⁴

Step 7: Choosing Communication Tactics⁴⁵

There are four categories in choosing a communication approach, namely 1) Interpersonal Communication; 2) Organizational Media; 3) News Media; 4) Advertising and Promotional Media. PT. Natural Nusantara also participates in doing these four things, implementing communication tactics so that the company's initial strategy can be achieved and successfully achieve the expected goals.

Company PT. Natural Nusantara was built on the basis of a family environment. A business company based on its own family environment is quite difficult to find in Indonesia, because in general companies in Indonesia carry out a commercial system with an effort to get the highest turnover. With the basis of a family environment, at NASA itself, social jealousy is not created between one party and another. This has a positive impact on the performance of each staff to focus more on improving skills and performance rather than pursuing other positions which can lead to unfair competition in the end.⁴⁶

NASA's own company, which incidentally is a trading company, of course has a history starting from pioneering until it can be known by a wide audience. The development of NASA, of course, also takes advantage of technological developments, ranging from the use of mass media as promotional material to the use of NASA's own innovation technologies in the product fields that NASA provides in meeting the increasingly complex needs of human life. NASA, which was founded in 2000, initially used media in the form of VCD documentation of the use of NASA agricultural

⁴³ Ibid,

⁴⁴ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 82.

⁴⁵ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 157.

⁴⁶ Wawancara dengan *Human Resource Development* PT. Natural Nusantara pada Selasa, 5 April 2022.

products or documentation of testimonials from past consumers to invite potential consumers to use NASA products. Until finally the development of technology and information became more massive, other media such as Youtube and Facebook were used to expand the market and introduce NASA products.⁴⁷

In its development, NASA companies also use print media to introduce their products in the era when information technology was not as sophisticated as it is today. At that time, NASA used the media as advertising material such as printing brochures, pamphlets, posters, and the main media were VCD documentation about testimonials from consumers using NASA products. Until now, almost all mass media have been used by NASA in the communication process and product advertising process as well as the results of testimonials from consumers. That way, if potential consumers want to access it, it will be even easier because they only need an internet connection, then whatever consumers want can be accessed on the official Facebook and Youtube pages belonging to PT. Natural Archipelago.⁴⁸

Step 8: Implementing the Strategic Plan⁴⁹

The company's internal management of PT. Natural Nusantara, especially the finance department, is the center that regulates all financial needs and plans within the company, all kinds of corporate transactions, both incoming and outgoing, are handled by the Director of Finance. Then everything that has been arranged and decided by the Director of Finance is then forwarded to the respective divisions within the NASA company and then forwarded to meet the needs of company administration and others.⁵⁰

D. Evaluative Research⁵¹

Step 9: Evaluating the Strategic Plan⁵²

PT. Natural Nusantara as a trading company that prioritizes education for its partners often holds seminars that aim to provide material on product knowledge. This is intended so that partners have sufficient knowledge, not only about the product but also knowledge about the product. For example, NASA partners will market about health products, so in product knowledge material will also be discussed about the various causes of disease as well as the most reasonable way to deal with and treat the illness, there will also be discussed tips on caring for health and others. . All materials

⁴⁷ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

⁴⁸ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

⁴⁹ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 217.

⁵⁰ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

⁵¹ Ronald D. Smith. 2005. *Strategic Planning for Public Relations. 2nd Editions*, 235.

⁵² *Ibid.*, 237.

provided will usually be in accordance with the problems complained of by partners and consumers, be it about agrocomplexes, health, beauty, herbs and so on.⁵³

Events held by PT. Natural Nusantara is not only about product knowledge, but also about public speaking training, online marketing training, boot camp, and master seller. The entire series of events is intended to improve the quality of NASA partners' resources and there are also certain events that give awards to partners who have succeeded in achieving a certain number of product sales targets. This event is of course to appreciate the performance of partners and to motivate other NASA business partners to imitate or even achieve certain achievements as well. The provision of these seminars and trainings themselves has a very positive impact both for the company in particular and for NASA partners in general.⁵⁴

Company image of PT. Natural Nusantara as a provider of organic products is well known among the public, especially agro-complex products such as products for agriculture, animal husbandry, fisheries, and plantations. This can happen because since NASA was first pioneered, the main product is in the form of organic fertilizer. So, when people talk about NASA, especially on the island of Java, the first thing that comes to mind is about organic fertilizers. However, this does not rule out the possibility that other products from NASA are not well known or not widely used, there are NASA products that also get the best seller predicate in the health and household sector, namely NASA Toothpaste and NSTM products.⁵⁵

From a series of various kinds of events organized by PT. Natural Nusantara, the main hope of the company is that partners in particular can build brand awareness which is indirectly formed through the marketing process and product offerings from NASA to new consumers and potential customers. Such a system has advantages when compared to conventional systems commonly used by pure trading companies. If pure trading companies only market their products through shops, which incidentally the shopkeepers sometimes don't have sufficient knowledge about a product being offered, then NASA partners have the advantage of being able to offer products as well as having provisions not only in the form of products, but also knowledge about a field or knowledge that is more general outside of the product, for example in the health sector they also have at least the cause and also the right treatment related to a problem while offering the right product to solve the problem at hand.⁵⁶

⁵³ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

⁵⁴ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

⁵⁵ *Ibid.*,

⁵⁶ Wawancara dengan *Technical Service* PT. Natural Nusantara pada Kamis, 17 Maret 2022.

CONCLUSION

Analysis of the public relations strategy of PT. Natural Nusantara (NASA) in building brand awareness based on the formulation of the problem raised resulted in two important points, namely that PT. Natural Nusantara (NASA) is a company built on the principle of kinship, adhering to a multi-level marketing business system. Based on government regulations, a company that adheres to the MLM system is not allowed to advertise directly. NASA's stages in introducing its products to consumers are through seminars and training for NASA members about newly launched products, then NASA partners who will offer directly to consumers. The stages of market analysis to product, planning and strategy formulation, determining communication tactics and evaluating an activity are all regulated by the company, but those who act as the spearhead of marketing and product introduction to consumers are NASA's business partners themselves with support from the technical service division which always accompany and support them from behind.

Supporting factors in building brand awareness in the company PT. Natural Nusantara includes technicians or consultants from each field in the product category who are really qualified and have extensive experience in their respective fields and partners who are constantly upgrading themselves to get sales points that continue to grow and increase. While the inhibiting factors in building brand awareness at PT. Natural Nusantara itself may be an information system that cannot be fully implemented digitally, where this deficiency itself will soon get an upgrade in the next development to a more sophisticated, all-digital information system in this era of massive technological development. And also NASA's business system that uses a network system cannot enter all digital platforms, especially the marketplace, because it is prohibited by the Ministry of Commerce.

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