

# Marketing Public Relations Strategy in the Convection Industry

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## ABSTRACT

The government supports the development of MSMEs in Indonesia, yet its reach has not fully covered all MSMEs. Companies must implement a Marketing Public Relations (MPR) strategy to face competition in the convection industry, enhance their reputation, and boost sales. This study aims to describe the implementation of the MPR strategy and identify the obstacles faced by the convection industry in Indonesia. This study uses a qualitative method with a case study design. Data collection techniques with interviews and observations. Data analysis techniques include data reduction, data display, and conclusion. This study results from the Marketing Public Relations (MPR) strategy of Paran Indostyle Convection company, including word of mouth, installation of brochures, pamphlets, banners, partnerships, and WhatsApp social media. The suggestions in this study are to keep product quality consistent, use technology such as augmented reality (AR) in print media, implement clear and transparent communication in partnerships, optimize WhatsApp Business features, integrate it with other platforms, and provide links to social media to increase the reach of information.

**Keywords:** Marketing Public Relations (MPR), word-of-mouth, partnership, and social media

## INTRODUCTION

Corporate development is currently experiencing significant growth in Indonesia. According to the Central Bureau of Statistics Indonesia, the economy grew by 1.50% in the third quarter of 2024 (1). One example is micro, small, and medium enterprises (MSMEs) in the convection sector, which are in high consumer demand. Convection is a type of business that manufactures clothing or apparel in large quantities. The products manufactured by each company differ depending on their specialization.

According to Mubarok and Nurohman (2), convection companies differ from garment companies. When viewed from the production process, the garment industry carries out the process according to its type. All workers will make collars until they are finished. Then, when entering the *arm-to-body joint* stage, all workers carry out the process of the stage and so on. Meanwhile, in the convection industry, the entire manufacturing process is carried out by each tailor according to their duties and expertise.

The process is carried out individually until it becomes apparel, and the next fabric is processed into other clothing.

Convection businesses are included in Micro, Small, and Medium Enterprises (MSMEs) that can create economic equity (3) Indonesia urgently needs to support MSMEs, especially in the convection industry, which continues to be sought by the community to meet daily needs and special activities. Paran Indostyle Convection is a company that operates in the world of convection, focusing on the production of uniforms, security uniforms, school uniforms, jackets and T-shirts, jerseys, and others.

Paran Indostyle Convection was founded as an expression of one of the founders' intentions to help people affected by poverty who are hired as employees. Paran Indostyle Convection Company's management is committed to providing comprehensive and optimum services to its customers. This convection company has helped provide clothing to individuals, businesses, agencies, and communities. Paran Indostyle Convection Company has a production facility that uses high-quality tools and is supported by an experienced production team that is expected to provide good service with high-quality materials, neat seams, and finish on time and at affordable prices.

The Indonesian government has supported the development of MSMEs to advance the country's economy further. Government Regulation No. 7 of 2021 on the Facilitation, Protection, and Strengthening of Cooperatives and Micro, Small, and Medium Enterprises provides guidelines and measures to support these sectors in Indonesia. In addition to the regulations, the government also offers various programs and measures, such as financial support through the provision of interest subsidies for people's loans. The government also

requires government agencies to purchase domestic products, especially MSMEs. However, the assistance and support from the government have not reached all MSMEs in Indonesia. Therefore, business actors must develop their businesses through marketing public relations (MPR) strategies.

Paran Indostyle Convection Company uses word-of-mouth as a marketing public relations strategy to advertise the company to colleagues and acquaintances to seek their services when they need to make clothes collectively or individually. In addition, this convection business also uses conventional media, such as banners displayed at the entrance so that the surrounding community and passing migrants can read and know the existence of their business. Of course, modern media, such as the WhatsApp application, is also used to communicate with customers online. This company also collaborates with other entrepreneurs in the area.

In a previous study by Luu Thi Thuy et al. (4) titled "Enhancing Satisfaction and Word of Mouth of Young Mobile Banking Users Through System Quality and Individual Performance," it was explained that a positive increase in word of mouth is much more critical for businesses to attract customers. The researchers show an effective way for companies to increase positive word of mouth by improving system quality and using individual performance to satisfy users.

A previous study by Sari et al. (5) titled "Social Marketing Project Marketing of MSME Products for Home Tailors Through Social Media and Marketplace" concluded that the use of conventional media is still feasible as it can help promote the industry to the public and with limited costs, banners or signs are still affordable for the business actors.

Based on various previous studies with different views, this study aims to answer

how the Marketing Public Relations (MPR) strategy is implemented and the obstacles facing the convection industry in Indonesia. This study will describe the implementation of the MPR strategy and identify the challenges faced by the convection industry in Indonesia.

## **LITERATURE REVIEW**

### **Marketing Public Relations (MPR)**

Marketing Public Relations (MPR) is a multi-faceted concept that integrates the principles of marketing and public relations to promote effective communication strategies that enhance an organization's relationship with its target audience. Marketing Public Relations (MPR) is characterized by its focus on creating a two-way communication channel that not only disseminates information but engages audiences in dialogue, building trust and credibility. This approach is crucial for companies that want to attract and retain customers, emphasizing the importance of reliable information and long-term relationships with stakeholders (6,7). Integrating MPR into the marketing mix allows organizations to use public relations to enhance their marketing efforts, ultimately improving brand awareness and customer loyalty (8,9).

In the competitive landscape of convention companies, effective marketing and public relations strategies are essential for enhancing brand visibility and fostering consumer engagement. Key elements of Marketing Public Relations (MPR), such as word of mouth (WOM), brochures, pamphlets, banners, partnerships, and social media platforms, including WhatsApp, play significant roles in shaping public perception and influencing consumer behaviour.

### **Word of Mouth (WOM)**

Word of Mouth (WOM) is an essential component of Marketing Public Relations (MPR), functioning as a powerful tool for influencing consumer behaviour and shaping brand perceptions. WOM refers to

the informal Communication between consumers regarding their experiences with products or services, which can significantly impact purchasing decisions. This form of Communication is often perceived as more credible than traditional advertising, as it stems from personal experiences and recommendations from peers, thus fostering trust and authenticity (10,11).

Positive WOM can increase brand awareness and loyalty as satisfied customers share their experiences with friends and family, generating new business leads (12–14). Conversely, negative WOM can have detrimental effects, potentially damaging a brand's reputation and driving potential customers away. This duality highlights the importance of managing customer experiences and perceptions to promote positive WOM (15,16).

### **Brochures, Pamphlets, and Banners**

Brochures, pamphlets, and banners are integral to Marketing Public Relations (MPR). They are practical Communication tools that help organizations convey their messages, promote their products or services, and build relationships with their target audiences. These materials are crucial in shaping public perception and enhancing brand visibility, making them essential elements of a comprehensive marketing strategy.

The effectiveness of brochures in MPR lies in their ability to present information in a visually appealing format, combining text and graphics to engage the reader. Studies indicate that well-designed brochures can significantly enhance brand awareness and customer engagement, providing a tangible resource consumers can refer to when purchasing (7,17).

In the context of MPR, pamphlets can be particularly effective for addressing specific issues or promoting community engagement. For example, a nonprofit organization might use pamphlets to raise awareness about a social cause or to invite

community members to participate in an event (18).

The strategic use of brochures, pamphlets, and banners within an MPR framework can yield numerous benefits for organizations. These materials not only serve to inform and educate the public but also play a crucial role in shaping perceptions and building relationships. By effectively communicating key messages and values, organizations can enhance their credibility and foster trust among their stakeholders (19). Furthermore, integrating these materials into a cohesive MPR strategy can amplify their impact. For instance, an organization might use brochures to provide in-depth information about its offerings, while pamphlets can highlight specific events or initiatives. Banners can create visual interest and draw attention to these materials at events or public spaces (20).

### **Partnership**

Partnerships are vital to Marketing Public Relations (MPR), as they facilitate collaborative efforts between organizations to achieve shared objectives, enhance brand visibility, and improve overall marketing effectiveness. In the context of MPR, partnerships can take various forms, including strategic alliances, joint ventures, and collaborative marketing initiatives. These partnerships enable organizations to leverage each other's strengths, resources, and expertise, ultimately leading to more effective Communication strategies and improved market performance.

One of the primary advantages of partnerships in marketing Communication is the ability to pool resources and share costs. By collaborating with other organizations, companies can reduce marketing campaigns' financial burden while expanding their reach. For instance, joint marketing initiatives can enable organizations to access new customer segments and enhance brand awareness through shared promotional efforts. This collaborative approach increases efficiency and fosters innovation, as partners can share

insights and best practices to develop more effective marketing strategies (21,22).

Moreover, partnerships can enhance credibility and trust among consumers. When two or more reputable organizations collaborate, they create a stronger brand image and increase consumer confidence in their products or services. Such collaboration is crucial in today's competitive marketplace, where consumers are increasingly discerning and seek assurance from trusted brands. Studies have shown that partnerships can improve customer perceptions and increase loyalty, as consumers are more likely to engage with brands that demonstrate collaboration and community involvement (23,24).

### **Social Media WhatsApp**

WhatsApp is a significant platform within the Marketing Public Relations (MPR) framework, facilitating Communication and engagement between organizations and their audiences. As a widely used messaging application, WhatsApp enables organizations to disseminate information, foster relationships, and enhance their public image through direct and interactive Communication with stakeholders.

One of the primary advantages of using WhatsApp in MPR is its ability to facilitate real-time Communication. Organizations can quickly share updates, promotions, and important information with their audience, ensuring that messages are received promptly. This immediacy is particularly beneficial during crises or urgent situations, where timely Communication can significantly impact public perception and trust (25,26). WhatsApp is a powerful tool in the realm of Marketing Public Relations, enabling organizations to communicate effectively, engage with their audiences, and build meaningful relationships. Its real-time communication capabilities, personalized messaging, and widespread usage make it an invaluable asset for organizations seeking to enhance their public relations efforts. As the communication landscape continues to

evolve, the role of WhatsApp in MPR will likely grow, necessitating ongoing research and adaptation to harness its full potential (27,28).

## **METHODS**

This research uses a qualitative method. Qualitative research is a form of research in which researchers collect and interpret data, making researchers as part of the research process as the participants and the data they provide. The approach used in this study is a case study. The case study method aims to find factors that explain the behaviour patterns of specific units as an integrated totality (29). The data collection techniques used are interviews and observations. The researcher conducted interviews with resource persons who have credibility in providing in-depth information about the promotion and marketing process at the Paran Indostyle Convection company, namely the owner of the convection business. The data analysis techniques used in this study are data reduction, data display, and conclusion.

## **RESULT AND DISCUSSION**

### **The Implementation of Marketing Public Relations Strategy in Convection Companies**

Implementing an effective marketing public relations (MPR) strategy in a competitive business landscape is essential to building a strong brand presence and reaching a wider audience. For convection companies, MPR strategies serve as a valuable tool to foster customer relationships and increase brand awareness. Successful implementation of these strategies can contribute significantly to the growth and sustainability of the company. This research explores the implementation of various elements of Marketing Public Relations strategies in convection companies, which are described as follows:

#### **Implementation of Word-of-Mouth Strategy in Convection Company**

Word-of-mouth promotion, commonly known as Word of Mouth (WOM), is a powerful Marketing Public Relations (MPR) tool and one of the most effective sales drivers and advertising awareness. Some brands have been built exclusively from word-of-mouth promotion strategies (30). Word-of-mouth marketing finds ways to engage customers so that they will choose to talk positively with others about products, services, and brands. The interview results can be explained as follows:

*“We do word-of-mouth promotion because the credibility is high. Recommendations from trusted people increase customer trust. The person we provide the best service to gets good quality clothes, which suit his needs and results maximum, and then he will promote our products to others. Our consumers will convey or promote to others. It will be more trustworthy because it is directly from the person who benefits from our company. We get automatic word-of-mouth promotions without paying at a low cost. The reach is wider, and it can spread everywhere without going through social media networks. People can even talk through social media, such as WhatsApp, Instagram, and YouTube, or the media they use. They can also do it by e-mail, without us being ordered, because the quality they receive is as they need. People will be more trusting and easily influenced because the speaker is his best friend or brother.”*

With the explanation provided above, word-of-mouth promotion is helpful for companies in disseminating information about their services and products. The findings of research conducted by Tsai and Bui (31) support this, stating that word of mouth (WOM) enhances the benefits of information sources, and sharing experiences through WOM significantly influences consumer decision-making. It provides not only information but also free promotions for customers who have used the services of the Paran Indostyle Convection company. The company believes that the most effective way to promote by word of mouth is because it is

more convincing, and the results of the testimonials of the closest people can be easily trusted.

### **Implementation of Brochures, Pamphlets, and Banners Strategy at Convection Company**

Paran Indostyle Convection Company uses brochures, pamphlets, and banners as marketing public relations (MPR) tools. Brochures, pamphlets, and banners are alternatives that can help customers and potential customers by providing written information concisely and straightforwardly. In an interview with the business owner explained the reasons for using brochures, pamphlets, and banners:

*“We take benefits from using brochures, pamphlets, and banners. The first is relatively cheap and can be used in the long term, increases public awareness and attention, is easy to read and understand by all, can reach a wider target audience, and helps improve brand awareness image. Likewise, the banner that we put up is quite large in front of our factory. The first benefit is visually attracting attention, which helps increase our business traffic. In the future, we will include digital conventional.”*

From this description, it can be concluded that brochures, pamphlets, and banners can still be a suitable means of promotion even during the rise of digital media, as they are easy to read and understand and can reach a broad audience that passes by the company. The research findings conducted by Yang and Sun (32) said that banners, brochures, and posters also play an essential role in promotion, providing concise and easy-to-understand information and making it easier for the audience to read in their leisure time.

### **Implementation of Partnerships Strategy in Convection Companies**

A partnership establishes mutually beneficial and educational collaboration, with each party voluntarily working together to achieve common interests (33). In this context, actors directly involved in

partnerships must have the basics of business ethics understood and embraced together as a starting point in carrying out partnerships. Thus, the cooperation between the parties concerned will be carried out well and mutually beneficial. Partnerships can allow various parties to run a business without feeling competitive because they work hand in hand to create a healthy environment.

In an interview with the owner of Paran Indostyle Convection company, he explained why he chose the partnership as the first step to start a convection business and part of the promotion:

*“We use the partnership strategy to establish good relationships with fellow convection partners. The first reason for our strategy is to increase production capacity, save operational costs, improve product quality, and build a wider business network. For operational reasons, reduce workload, improve time efficiency, reduce production risk, increase flexibility, and optimize resources. For financial reasons, yes, it saves costs for investment, increases profits, reduces operational costs due to sharing, and increases cash flow. Another reason is that we use services or relationships with fellow convections, and we can improve our ability to innovate, develop a more solid team, increase customer satisfaction, reduce conflicts with competitors, and build a better reputation.”*

As described above, cooperating with other business actors can be beneficial for many reasons. Cooperation applies not only in production but also in operations, finance, and other aspects that can help the company build strong relationships with partners and customers. However, as previously explained, choosing a colleague to work with must follow the company to avoid unwanted things. In an interview, the owner of the convection said how to select a partner to partner with:

*“The way we choose convection partners. First, there must be the same vision and mission, goals and objectives of cooperation, both willing to make clearer*

*cooperation and more appropriate agreements.”*

Therefore, the similarities said by the convection owner can make the cooperation more solid because the goals and objectives are aligned. If the partnership is carried out after an agreement, the parties involved will not break it because they have reached an agreement for mutual interests and benefits. In addition, the benefits received by all parties involved in the partnership can provide information to each other and help develop or innovate in the convection business.

This research result aligns with the evaluation of Oliveira Junior and De Oliveira's (34) research, which states that partnerships can be a practice that applies throughout the company's life cycle. Forming partnerships to start businesses and obtaining capital funding to expand the company directly impact the growth of many businesses. It is vital to form partnerships with entrepreneurs with good management experience and recognize opportunities for business success.

### **Implementation of WhatsApp Social Media Strategy in Convection Companies**

The development of the current era has caused many social changes in the community. As for the influence of technology that affects people so dependent on its presence, especially after the emergence of the internet, people can quickly obtain a variety of information. Information technology in the last few years has experienced relatively rapid development. During that time, a *social media platform* was invented to connect people worldwide.

The company's owner uses WhatsApp as a social media platform to communicate with customers or potential customers. The interview results can be explained as follows:

*“We use promotion through WhatsApp media, and the main factor is because the reach is wider. Utilizing active WhatsApp subscribers, the cost is comparatively lower*

*and free. Allows two-way communication. If there is a question from a customer, we can answer it immediately. If consumers or customers ask for examples, we can send them simultaneously. Then, the message response is received faster and more flexibly because we can send text, images, videos, and more. Psychologically, it can affect the habit of using WhatsApp, which is already familiar with the platform. The Paran Indostyle Convection company will be easier to remember through direct interaction. In terms of personal messages, it will be faster to get involved emotionally.”*

From the description above, it can be concluded that using social media such as WhatsApp can help facilitate customer communication. Especially with the habits of people who use the *platform* daily, applying it has few obstacles. Utilizing this media, in addition to facilitating communication with customers, can also be a cheap and even free Marketing Public Relations (MPR) tool because customers who are satisfied with the services and products from the Paran Indostyle Convection company will always recommend the company to their colleagues, family, and friends.

The conclusion of the interview above is in line with research conducted by Keke (35), which states that social media is one of the easiest ways to influence the purchase decisions of potential customers. Providing a good image to potential customers in the digital environment is essential. Thus, customers will recommend the company to others based on their experience.

### **Barriers to the Implementation of Marketing Public Relations Strategy in Convection Companies**

In the competitive business world, Marketing Public Relations (MPR) strategies are crucial in enhancing brand image and expanding market reach. For convection companies, these strategies effectively build strong customer relationships while increasing brand

awareness. However, implementing MPR strategies often face various barriers that can reduce effectiveness. This research will discuss the challenges encountered in implementing multiple elements of Marketing Public Relations strategies in convection companies, which are described as follows:

### **Barriers to the Implementation of Word-of-Mouth Strategy in Convection Companies**

The Word-of-Mouth Marketing Public Relations (MPR) strategy is also considered to have shortcomings even though in its implementation, the Paran Indostyle Convection Company has gained many customers in this way. The business owner also said the weaknesses of the word-of-mouth strategy are as follows:

*“If we talk about the limitations of word-of-mouth promotion strategies, of course, there are. We cannot control what customers will say to others. The only way we must maintain quality is by, and the weakness of word of mouth is that it only reaches people in the social circle. It depends on satisfied and active customers. The effectiveness is difficult to measure, and the process takes a long time. If the quality of information is high, there may be inaccurate information and more biased opinions, depending on personal experience, that may not be representative. There are several negative factors from word of mouth, easy to complain, easily subjected to negative criticism that damages our reputation. Misunderstood and incorrect orders can arise. Then, negative promotions can spread quickly, making it difficult to correct mistakes. We cannot prevent people’s opinions.”*

It can be seen that the MPR strategy from Word-of-Mouth has shortcomings. Humans have different satisfaction levels and desires, so delivering messages to others will depend on what they see and feel. If a human does not like a service or product, he

will give an insufficient testimony, in contrast to other people who may have different opinions from his. So, according to the owner of Paran Indostyle Convection, this must be minimized by maintaining the quality of the products produced and the good service.

### **Barriers to the Implementation of Brochures, Pamphlets, and Banners Strategy in Convection Companies**

The owner of Paran Indostyle Convection said that the company often encountered obstacles in carrying out marketing public relations strategies using brochures, pamphlets, and banners:

*“We know the limitations of using brochures, pamphlets, and banners. The first is limited in scope, location, and time, lack of interactivity, and lack of detailed information. Facing weather, rain, sunlight, and limited installation locations according to the company’s capabilities, it is already a space limitation, let alone several government regulations we cannot violate.”*

This explanation shows that brochures, pamphlets, and banners have shortcomings, especially in today’s all-digital world. These shortcomings make some people consider it unfit or outdated, especially those who use print media such as brochures and posters. Many throw away these papers because they don’t think it is essential.

### **Barriers to the Implementation of Partnership Strategy in Convection Companies**

In collaborating with partners, certain things need to be considered internally and externally by the company. There are times when obstacles can affect cooperation. In the following interview, the owner of Paran Indostyle Convection provided several other obstacles by using a partnership strategy in the marketing public relations program. The results of the interview can be seen as follows:

*“If there may be internal obstacles to the relationship with the partnership if the*



*vision and mission between the two parties are not in line, conflicts of interest often occur. Communication can be ineffective, and sometimes, there is a lack of trust if there are external obstacles, changes in market conditions, competition with fellow convection industries, changes in government regulations, dependence on third parties, and financial risks. If the barrier to communication is easy misunderstanding and lack of transparency.”*

This presentation clearly shows that transparency is needed in cooperative relationships. Business actors cannot do what they want without agreements with other parties because it can harm all parties involved. Obstacles both from external and internal companies can affect business partnership relationships.

### **Barriers to the Implementation of WhatsApp Social Media Strategy in Convection Companies**

Using social media, such as WhatsApp, as a marketing public relations (MPR) strategy in today's digital era is good. However, according to the convection business owner, social media such as WhatsApp still has shortcomings. The results of the interview with the company owner can be explained as follows:

*“If there are limitations with WhatsApp media, technically, when sending some files, it experiences obstacles. WhatsApp does not support certain file formats, and it depends on internet connections, security problems, etc. If there are limitations in interaction, the first is that the customer response is not always instant because not everyone is also holding their mobile phones simultaneously. There is a barrier in communication, so we have to keep the customer number. Then users can block or report spam, and there is a risk of misunderstanding.”*

In the use of social media, WhatsApp is indeed one of the easiest to use media, and it is a means of marketing and fast communication between convection companies and customers. However, from

the presentation of the convection business owner, it has many limitations. Such findings indicate that social media, which is in demand today, also has obstacles to its application to businesses.

### **CONCLUSION**

Based on the research results, it can be concluded that the Marketing Public Relations (MPR) strategy implemented by Paran Indostyle Convection company includes various effective promotion methods. One of the key strategies used is promotion through Word of Mouth, which leverages the power of direct recommendations from customers to expand market reach. In addition, the company also uses print media such as brochures, pamphlets, and banners as a tool to increase brand awareness and visually attract the attention of potential customers. In addition to traditional methods, Paran Indostyle Convection also leverages strategic partnerships to establish mutually beneficial relationships with various parties, thereby expanding their marketing network. The company has also adopted digital technology by relying on social media platforms such as WhatsApp to facilitate communication with customers and convey promotional information quickly and efficiently. This combination of strategies shows a holistic approach to implementing the MPR to increase competitiveness and strengthen the company's image in the market.

This research suggests focusing on Marketing Public Relations (MPR) strategies to address key challenges effectively. Maintaining consistent product and service quality for word-of-mouth marketing can reduce negative testimonials, as satisfied customers are more likely to provide positive reviews. Companies can modernize brochures and pamphlets by incorporating Augmented Reality (AR) technology, allowing customers to scan images for videos, product catalogues, or testimonials. In partnerships, clear and transparent communication, regular

meetings, and tools like project management apps or video conferencing can improve collaboration and avoid misunderstandings. For WhatsApp marketing, optimizing WhatsApp Business features, such as auto-replies, labels, and catalogues, and integrating them with platforms like Google Drive or linking to social media can overcome limitations and enhance outreach.

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