

**STRATEGI *MEDIA RELATIONS* MELALUI *BLOGGER*  
*COMMUNITY ENGAGEMENT***  
**(Studi Kasus Kampanye #AsyiknyaBersama Mondelez OREO)**

Laode Iman Toffany

---

ABSTRAK

Penelitian ini menjabarkan tentang *media event* yang dilakukan oleh Mondelez OREO untuk kampanye PR #AsyiknyaBersama. Kampanye ini mengangkat isu tentang kebersamaan keluarga dengan ibu di perkotaan sebagai target audiens kampanye. Mondelez OREO menginisiasi *blogger community gathering* sebagai sarana meningkatkan keterlibatan dengan target audiens. Lewat metode penelitian kualitatif deskriptif, Penelitian ini memperdalam proses pelaksanaan *blogger community gathering* dikaitkan dengan konsep PR 2.0, proses *event management* oleh Bob dan Sullivan dimulai dari *planning*, *implementing*, dan *evaluating* dari *blogger community gathering* yang hasilnya diukur dengan KPI dan PR *value*. Pengumpulan data dilakukan dengan wawancara mendalam terhadap empat partisipan termasuk PR Manager Mondelez OREO, Media Relations Manager, penanggung jawab acara, dan audiens partisipan. Untuk tim PR Mondelez OREO, penting dalam kampanye berikutnya yang melibatkan *blogger community* untuk memaksimalkan aspek digital acara terkait kampanye dan bagi Mondelez memiliki divisi *media relations* mereka sendiri dalam pengelolaan perusahaan.

**Kata kunci:** *Media relations*, *blogger community*, PR 2.0, Mondelez OREO, engagement

***MEDIA RELATIONS STRATEGY THROUGH BLOGGER  
COMMUNITY ENGAGEMENT  
(Case Study: Campaign #Asyiknyabersama by Mondelez OREO)***

Laode Iman Toffany

---

**ABSTRACT**

*This research emphasizes the media event conducted by Mondelez OREO for their national PR campaign #AsyiknyaBersama. The campaign raises the issues about family togetherness targeted urban mom for campaign audience. To enhance the engagement through urban mom, Mondelez OREO initiates engagement with conducting blogger community gathering. By using the descriptive qualitative method, this research aim to deepening the process of blogger community gathering implementation associated with several term such as PR 2.0 with blogger community activation, media event process by Bob and Sullivan started from planning, implementing, and evaluating of blogger community gathering which also deliver several result based on PR measurement such as KPI and PR value. The data is collected by doing in-depth-interview against four participants including PR Manager Mondelez OREO, Media Relations Manager, PIC of the event, and blogger participants. As concluded on the research, it is important for PR team of Mondelez OREO to activate engagement with blogger community to maximize the digital aspect of the campaign and for Mondelez as company have their own media relations division to implemenent the PR strategy.*

**Keywords:** *Media relations, blogger community, PR 2.0, Mondelez OREO, engagement*