

ABSTRACT

This study discusses one of the MSMEs in the Aur Kuning market who realizes the importance of a public relations strategy in increasing brand image, namely the Gaprusy Bag store. Existing supporting factors can increase the brand image for Gaprusy Bag stores. however, there are still inhibiting factors that arise, which become an obstacle for the Gaprusy Bag store. The purpose of this study was to determine an effective public relations strategy to increase brand image at Gaprusy Bag stores, to determine the supporting and inhibiting factors of PR in increasing brand image at Gaprusy Bag stores. This study uses the PENCILS public relations strategy theory by Thomas L. Harris and Philip Kotler (1989) which includes, (Publications, events, news, inform or image, lobbying & negotiation). This study used a descriptive qualitative method with data collection, namely direct observation, in-depth interviews and documentation. The results of this study are correlated with pencils strategy theory as follows, publishing product information through Whatsapp groups, being able to read market situations, observing what customers need, communicating directly, approaching negotiations. Factors supporting PR Gaprusy in carrying out its strategy, namely providing offers to customers with custom products according to customer tastes. Goods sold are obtained from several large convections, both local and abroad, prices are relatively cheap. The inhibiting factors for Gaprusy's PR are as follows, the high demand for goods and the prices offered by customers are not profitable for Gaprusy stores, renewal of old goods, there are still customers who doubt the services offered by Gaprusy stores.

Keywords: Gaprusy Bag Store, Brand Image, Public Relations Strategy