

ABSTRACT

This study aims to explore the implementation of Marketing Public Relations (MPR) in the hype making of the Prabowo-Gibran candidate pair for the 2024 election. The focus of this research is on the application of push, pull, and pass strategies, along with the integration of the PENCILS framework developed by Thomas L. Harris. The push strategy was employed to disseminate campaign messages through direct activities and social media content, while the pull strategy successfully attracted voter attention through creative campaigns. The pass strategy effectively leveraged word-of-mouth communication. The PENCILS framework, which includes Publications, Events, News, Community Involvement, Identity Tools, Lobbying Activities, and Social Responsibility, was used to organize various MPR tactics. This research adopts a qualitative approach with a case study method, where data were collected through in-depth interviews with campaign team members, content analysis of social media and mass media, as well as campaign documentation. The results indicate that the implementation of MPR with push, pull, and pass strategies integrated with the PENCILS framework can be an effective approach in rebranding political candidates, enhancing public perception, and gaining voter support in the 2024 election.

Keywords : *Marketing Public Relations, Push Pull Pass Strategies, PENCILS Framework, Prabowo-Gibran in the 2024 Election.*