ABSTRACT

Senja Hannabila Arly (41160200), Public Relations Strategy of Lyto Datarindo Fortuna In Efforts By Increase Loyalty of Community Games RF Online Indonesia

The rapid development of online games supported by internet network infrastructure is getting better in Indonesia, so that online gaming enthusiasts are increasing and enjoyed by all people. Lyto Datarindo Fortuna (LYTO) is one of the biggest game publishers in Indonesia and also Southeast Asia with the most famous breakthrough games, RF Online Indonesia. Lyto Datarindo Fortuna receives loyalty from gamers or users who are members of a community. The lack of interesting events in the game that makes it less and decreases the interest of RF Online game players. For this reason, the author makes the Final Project on increasing the loyalty of the Indonesian RF Online Game Community. In this study the authors used a descriptive qualitative research method with observation data writing techniques, library interviews and documentation. The results of this study are Lyto Datarindo Fortuna created the RFO Best Comment Giveaway event using Facebook social media as an effective means of communication media to be done in the notification of the event.

Keywords: Strategy, Loyalty, Community