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Skripsi, 12 Juli 2023

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**Strategi *Integrated Marketing Communication* Perusahaan Manajemen Investasi dalam Membangun *Brand Image* “PNM SIJAGO” (Studi Deskriptif Kualitatif di PT Permodalan Nasional Madani Investment Management)
(xvi + 70 halaman + 4 tabel + 4 gambar + 7 lampiran)**

ABSTRAK

Industri pengelolaan investasi terus tumbuh di Indonesia seiring dengan kebutuhan investor untuk meningkatkan nilai asetnya, perkembangan teknologi informasi dan komunikasi yang semakin pesat menghadirkan inovasi-inovasi terbaru yang membuat manusia lebih mudah dalam berinteraksi dan menerima informasi. Kemajuan ini mendukung bisnis pengelolaan investasi menjadi sangat unggul. Salah satu investasi yang mudah dimiliki adalah reksadana. Tujuan dari penelitian ini adalah untuk mengetahui Strategi *Integrated Marketing Communication* Perusahaan Manajemen Investasi Dalam Membangun *Brand Image* “PNM SIJAGO” serta untuk mengetahui hal yang menghambat dan mendukung dalam membangun *brand image* dan melaksanakan strategi. Teori yang digunakan dalam penelitian ini adalah teori *Strategi Integrated Marketing Communication* yaitu melakukan *direct marketing, sales promotion, public relations, personal selling, advertising, word of mouth marketing, events and experience, dan interactive marketing*. Penelitian ini menggunakan pendekatan Deskriptif Kualitatif. Sumber informasi yang didapatkan sebanyak 3 (tiga) orang yang terdiri dari satu *Key Informan, Informan 1, Informan 2*, pada divisi *Corporate Communication dan Retail Marketing* PT PNM Investment Management. Teknik pengumpulan data yang dilakukan dengan metode observasi dan wawancara mendalam. Uji keabsahan data dilakukan dengan teknik triangulasi sumber melalui wawancara mendalam. Hasil penelitian dan pembahasan menunjukkan bahwa : 1) strategi yang dilakukan dalam membangun *brand image* di PT PNM Investment Management dilaksanakan dengan bentuk-bentuk *integrated marketing communication (IMC)* yang telah dilakukan oleh perusahaan, 2) Faktor yang mendukung dalam membangun *brand image* untuk meningkatkan daya saing adalah relasi yang baik dengan media, kredibilitas perusahaan, sarana dan prasarana yang mencukupi, SDM yang sesuai. Adapun hambatan yang dihadapi adalah persaingan yang ketat, iklan yang belum optimal dan aplikasi yang belum sempurna.

Kata Kunci : Strategi, *Integrated Marketing Communication, Brand Image*

Referensi : 17 Buku, 4 Jurnal, 2 Website

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PUBLIC RELATIONS STUDIES

Thesis, 12 July 2023

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Integrated Marketing Communication Strategy for an Investment Management Company in Building “PNM SIJAGO” Brand Image (Qualitative Descriptive Study at PT Permodalan Nasional Madani Investment Management)

(xvi + 70 pages + 4 table + 4 pictures + 7 attachment)

ABSTRACT

The investment management industry continues to grow in Indonesia in line with the need for investors to increase the value of their assets, the rapid development of information and communication technology presents the latest innovations that make it easier for humans to interact and receive information. This progress supports the investment management business to be very superior. One of the easiest investments to have is mutual funds. The purpose of this research is to find out the Integrated Marketing Communication Strategy of an Investment Management Company in Building the “PNM SIJAGO” Brand Image as well as to find out what hinders and supports it in building a brand image and implementing the strategy. The theory used in this study is the theory of Integrated Marketing Communication Strategy, namely conducting direct marketing, sales promotion, public relations, personal selling, advertising, word of mouth marketing, events and experience, and interactive marketing. This study uses a qualitative descriptive approach. The sources of information obtained were 3 (three) people consisting of one Key Informant, Informant 1, Informant 2, in the Corporate Communication and Retail Marketing division of PT PNM Investment Management. Data collection techniques were carried out using observation and in-depth interviews. Data validity was tested using source triangulation techniques through in-depth interviews. The results of the research and discussion show that: 1) the strategy undertaken in building a brand image at PT PNM Investment Management is carried out with forms of integrated marketing communication (IMC) that have been carried out by the company, 2) Supporting factors in building a brand image to increase the power competitiveness is good relations with the media, company credibility, adequate facilities and infrastructure, appropriate human resources. The obstacles faced are intense competition, advertisements that are not yet optimal and applications that are not perfect.

Kata Kunci : Strategy, Integrated Marketing Communication, Brand Image

Referensi : 17 Books, 4 Journals , 2 Websites

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