

Abstrak

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Judul : Strategi integrated marketing communication dalam membentuk loyalitas sakana frozen food
Supervisor : Dr. Oktaviana Purnamasari, M.Si
Rangkuman :

Sebuah perusahaan dalam sektor industri perikanan diharuskan mempunyai daya saing yang lebih tinggi dibandingkan dengan perusahaan industri lainnya dan mampu mempertahankan posisinya dan membangun loyalitas pelanggan. *Integrated marketing communication* merupakan salah satu strategi atau konsep komunikasi pemasaran dalam suatu perusahaan. Melalui *Integrated marketing communication*, proses pemasaran suatu produk dari perusahaan dapat berjalan dengan efektif sehingga mampu meningkatkan produktivitas, laba, dan loyalitas dari perusahaan seperti yang diterapkan pada Sakana Frozen Food. Penelitian ini disusun dengan tujuan untuk menganalisis Strategi *Integrated marketing communication* dalam membentuk Loyalitas Sakana Frozen Food. Metode yang digunakan dalam penelitian ini menggunakan metode studi kasus dengan pendekatan kualitatif. Berdasarkan hasil penelitian ini Sakana Frozen Food menjalankan 7 dari 8 Strategi *Integrated marketing communication* untuk membangun loyalitas Sakana frozen food, yakni menjalankan tahap perencanaan, pelaksanaan dan evaluasi. Proses perencanaan dengan *Identifying the target audience*, Lalu *Determining the communication objectives*, *Designing a message*, *Choosing communication channels and media*, *Selecting the message source*, namun untuk *Setting the total promotion budget mix* Sakana tidak melakukannya karena strategi tersebut Perusahaan membebaskan para Distributor serta agen untuk mengembangkan kreatifitasnya. Dalam Proses pelaksanaannya *Shaping the overall promotion mix* Sakana frozen food hanya 3 yang optimal dalam membangun loyalitas produk dari 5 bauran komunikasi yakni *Personal Selling*, *Public Relation*, dan *Promotion* diskon. *Advertising* dan *direct internet*

marketing sudah dilaksanakan tetapi belum optimal. Dalam Proses Evaluasi *Collecting feedback* yang dilakukan Sakana frozen food dengan menggunakan laporan Personal Selling dan hotline mendapatkan bahwa dalam membangun loyalitas produk sakana Personal Selling, Public Relation, dan Promo diskon sudah sangat baik. Diluar 8 strategi IMC tersebut Sakana Frozen Food menggunakan Maklon Strategi.

Kata Kunci : Sakana Frozen food, Strategi *Integrated marketing communication*, Loyalitas pelanggan

Abstract

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Summary :

The company in the fishing industry sector is required to have higher competitiveness compared to other industrial companies and be able to maintain position and build customer loyalty. Integrated marketing communication is one of the strategies or concepts of marketing communication in a company. Through integrated marketing communication, the marketing process of a product from the company can run effectively so as to increase productivity, profit, and loyalty of the company as applied to Sakana Frozen Food. This study was structured with the aim of analyzing the Integrated marketing communication strategy in forming Sakana Frozen Food Loyalty. The method used in this research is a case study method with a qualitative approach. Based on this research, Sakana Frozen Food carries out 7 of 8 Integrated marketing communication strategies to build Sakana frozen food loyalty, namely carrying out the planning, implementation and evaluation stages. The planning process by Identifying the target audience, Then Determining communication objectives, Designing messages, Selecting communication channels and media, Selecting message sources, but to Determine the total promotional budget mix Can not be done because of this strategy the Company's Distributors and agents to develop their creativity. The implementation process Shaping the overall promotion mix Sakana frozen food only 3 optimal in building product loyalty out of 5 communication mixes, namely Personal Selling, Public Relations, and Promotion discounts. Advertising and direct internet marketing have been implemented but are not optimal. the Evaluation Process Collecting feedback from Sakana frozen food using the Personal Selling report and getting a hotline that in building product loyalty, Sakana's Personal Selling, Public Relations, and discount promos have been very good. Outside of these 8 IMC strategies, Sakana Frozen Food uses the Maklon Strategy.

Keywords: Sakana Frozen food, Integrated Marketing Communication Strategy, Customer loyalty

