

**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
PROGRAM STUDI ILMU KOMUNIKASI
KONSENTRASI ADVERTISING
SKRIPSI, Juli 2021**

**Indi Aristia
2015140226**

**KOMUNIKASI PEMASARAN APLIKASI SISTEM KASIR MOKA POS DALAM
MEMBANGUN *BRAND AWARENESS***

128 Halaman + 1 Lampiran

ABSTRAK

Membangun *brand awareness* adalah hal yang dianggap penting bagi setiap perusahaan. Sama halnya dengan aplikasi sistem kasir MOKA POS yang memiliki komunikasi pemasaran dalam membangun *brand awareness*, yaitu melalui *advertising, public relation, event sponsorship, sales promotion, direct marketing, interactive marketing dan personal selling*. Tujuan dari penelitian ini adalah 1) Mengidentifikasi komunikasi pemasaran aplikasi sistem kasir MOKA POS dalam membangun *brand awareness*. Teori yang digunakan adalah teori komunikasi pemasaran dan teori *brand awareness*. Pendekatan yang digunakan adalah kualitatif, dengan metode deskriptif. Teknik pengumpulan data yang dilakukan dengan wawancara semi terstruktur. Hasil penelitian menunjukkan bahwa terdapat perbedaan komunikasi pemasaran antara yang digunakan MOKA POS dengan teori yang dipakai peneliti. Komunikasi pemasaran menurut Kotler dan Keller terdiri atas *advertising, public relation, event sponsorship, sales promotion, direct marketing, interactive marketing, word of mouth marketing dan personal selling*. Sedangkan MOKA POS tidak menggunakan *word of mouth marketing* dalam melakukan komunikasi pemasaran. Sedangkan cara MOKA POS untuk membangun *brand awareness* diantaranya promosi di berbagai media, menjadi sponsor dalam *event* tertentu dan bekerja sama dengan *merchant* yang berlangganan MOKA POS untuk membuat acara *merchant talk*.

Kata Kunci : Komunikasi Pemasaran, *Brand Awareness*
Pembimbing : Jamiati KN, S.I.Kom., M.Ikom.
Referensi : 20 Buku + 1 Lampiran

**FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE
SCIENCE STUDY PROGRAM
ADVERTISING CONCENTRATION
THESIS, July 2021**

**Indi Aristia
2015140226**

**MARKETING COMMUNICATION OF MOKA POS CASHIER SYSTEM APPLICATION
IN BUILDING BRAND AWARENESS**

128 Pages + 1 Attachment

ABSTRACT

Building brand awareness is what every company considers important. Similarly, MOKA POS cashier system application that has marketing communication in building brand awareness, namely through advertising, public relation, event sponsorship, sales promotion, direct marketing, interactive marketing and personal selling. The purpose of this research is 1) Identify marketing communication of MOKA POS cashier system application in building brand awareness. The theories used are marketing communication theory and brand awareness theory. The approach used is qualitative, with descriptive methods. Data collection techniques conducted with semi structured interviews. The results showed that there was a difference in marketing communication between what MOKA POS uses and the theory used by researchers. Marketing communication according to Kotler and Keller consists of advertising, public relations, event sponsorship, sales promotion, direct marketing, interactive marketing, word of mouth marketing and personal selling. While MOKA POS does not use word of mouth marketing in conducting marketing communications. While the MOKA POS way to build brand awareness includes promotion in various media, sponsoring certain events and working with merchants who subscribe to MOKA POS to create merchant talk events.

Kata Kunci : **Marketing Communications, Brand Awareness.**
Pembimbing : **Jamiati KN, S.I.Kom., M.Ikom.**
Referensi : **20 Books + 1 Attachment**