

Implementasi Integrated Marketing Communications dalam Pasar International (Studi Kasus: Kedaung Industrial Group)

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Abstrak

Penelitian membahas mengenai pengimplementasian IMC pada pasar internasional serta kendalanya. IMC adalah merupakan bagian dari market conduct yang harus juga melihat pada strategi produk dan penetapan harga. Pengimplementasian market conduct harus melihat pada struktur pasar. Juga mengetahui market performance sebagai evaluasi. Penelitian ini menggunakan pendekatan kualitatif dimana peneliti berkedudukan sebagai participant observer. Hasil penelitian, implementasi IMC yang dilakukan mensinergikan personal selling, sales promotion, direct marketing dan pameran perdagangan. Pesan digerakkan dengan database customer sebagai acuan, indikasi bahwa IMC adalah outside-in. Kendalanya ada diluar IMC, keterlambatan pengiriman barang ataupun dokumen. Rekomendasi diberikan, seharusnya KIG menerapkan IMC kepada significant audiencenya.

.....This research was to discuss about implementing IMC in international market and obstacles that occurred. WC was a part of market conduct but also stated the importance of product strategy and verification of the fixed price. The implementation of market conduct should correspond to market structure. Moreover, the implementation itself should aware on the market performance as an evaluation. This research was using qualitative approach and the researcher acted as a participant observer, The result was the implementation synergized personal selling, sales promotion, direct marketing, and trade exhibition. The message was being launched with customer's database as an anchor, which indicated IMC as an outside-in. The obstacles were coming from external cause such as delayed goods or documents delivery. Finally, the recommendation was KIG should implement IMC to their significant audiences.