

Analisis perencanaan, implementasi dan evaluasi strategi promosi business to business di media radio (suatu studi di Mugi Rekso Abadi-Broadcast Media Division bulan November 2007 - Mei 2008 Jakarta)

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Abstrak

Competition at radio media industry in Jakarta become more sophisticated recently. To the year 2008, there is 41 private radio in Jakarta. Radio has unique, personal and segmented characteristic makes advertiser can not leave this media to advertise. Defeat their competitor, Mugi Rekso Abadi?Broadcast Media Division should creates appropriate promotion strategy for both of audiences and business customers. Business customers is main revenue resource for radio media. Promotion strategy for this customers have special particular way distinguished from to the audiences. The differencess can be detected from how to classified of business customers, messages to communicate and promotional tools to be used. To survive, radio should develop planning, implementing and evaluating proses promotion strategy Business to Business continously.

This research purposed to answer how were planning, implementation and evaluating process strategy promotion Business to Business running at MRABMD. These process starting with identification of needs and wants MRA-BMD business customers. Hopefully, this research can expanding and digging marketing theory especially about promotion strategy B2B at radio media which is rare topics appear, whereas has big contribution for radio?s live prospect.

Methods used for this undergraduate thesis is qualitative research. Reason of qualitative methods used for this research is to deeper digging about promotion strategy B2B which naturally personal. Primary data collected through field observation and in depth interview with five experties informan, they are; sales, marketing communication and R&D managers of MRA BMD which is expected had qualification to give valid and accountable input data. Secondary data gain from internal company and other references.

The research finding obtained by following results: (1) MRA-BMD has been understanding the characteristic, needs and wants of their business customers, although all this comprehension do not supported to the right and appropriate promotion strategy. Business customers based on the purpose divided into barter client, semi barter client and full commercials client . (2) Promotion strategy B2B planning begin with formulating strategic plan, afterward business plan, until identificating work plan. Implementation process dominated to personal selling and direct marketing promotional tools. Evaluating done beyond CSI vi (Customers Satisfaction Index) and others internal research. For several ways, discovered that promotion strategy B2B can be excecute together with promotion strategy B2C. (3)Specific promotion strategy not really focuss on the context because more than a half amount of business customers considering content, they are so rational. The implications of this research result are: (1) To face this problem, MRA BMD business strategy more focuss on developing performance of each radio station. (2) Researcher recomendation is MRA-BMD should evaluate the integration of all promotion strategy B2B process for

raising brand perception and image to be better. In addition, it is important to measure effectiveness and efficiency of promotional tools used, so that MRA-BMD can count on the precisely promotional tools exposed to business customers.