

Integrated marketing communication (IMC) analysis to build brand equity for business to business (B2B) market in Indonesia case study: PT. EMC information systems

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Abstrak

The objective of this research is to determine what is the most appropriate IMC strategy to apply in Indonesia market and to analyze the brand equity of EMC products in Indonesia market. EMC is information infrastructure global market leader. But at the moment, there is an issue that EMC considered very late compared to its competitors in dealing with Indonesia market. EMC is not yet becoming Indonesia market leader. Indonesia consumers also have perception that EMC place is very high against others. The lateness of EMC in entering Indonesian market triggers the whole part of PT. EMC Information Systems to move more aggressively and effectively. The right implementation of Integrated Marketing Communication would be the main factor to create the brand awareness that would then grow the brand loyalty towards the consumers in Indonesian market. The Research Method used in the thesis writing consists of two main parts, which are Survey and in-depth Interview. Data analysis shows that Word of Mouth (WOM) and Personal Selling are the most effective way to increase brand awareness.