

Komunikasi pemasaran terpadu integrated marketing communication yang bersifat transaksional pada komunitas religi: studi kasus pada komunitas muslim Majelis Rasulullah Jakarta = Integrated marketing communication imc with transactional trait case study at moslem community Majelis Rasulullah Jakarta / Yudhi Pratama

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Abstrak

[ABSTRAK

Penelitian ini dilatarbelakangi dari adanya kegiatan pemasaran yang dilakukan Majelis Rasulullah sebagai komunitas religi dalam memasarkan produk beratribut Majelis Rasulullah pada jamaahnya. Kesamaan dalam agama Islam yang melatarbelakangi terbentuknya komunitas religi Majelis Rasulullah menjadikannya sebagai gambaran dari adanya komunikasi transaksional berupa pertukaran pemahaman akan akidah Islam sebagai sarana dalam menunjang komunikasi Komunikasi Pemasaran Terpadu (IMC) dalam memasarkan produknya.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus dan bersifat deskriptif interpretatif. Informan berjumlah 4 orang yang dipilih secara purposif. teknik pengumpulan data menggunakan wawancara, observasi partisipan, dan studi literatur. Teknik analisis data menggunakan teknik analisis Spreadley dan uji keabsahan data melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa IMC pada produk beratribut Majelis Rasulullah yang berkontribusi besar dalam penjualan yakni melalui kegiatan acara (event) dan juga penjualan melalui sistem online dan kendala utamanya tertuju pada perijinan. Komunikasi transaksional yang menunjukkan kesamaan latar belakang dan pengalaman dari pihak Majelis Rasulullah dengan jamaahnya terlihat dari adanya kesamaan pada akidah Islam.

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ABSTRACT

This research is motivated from the marketing activities of Majelis Rasulullah as a religious community to marketed product to its congregation. The similarity in the Islamic religion behind the formation of Majelis Rasulullah communities making it an overview of transactional communication to exchange the understanding of Islamic faith to support the IMC.

This study used a qualitative approach with case study method, and descriptive interpretative as the method nature. The informants are 4 people who selected with purposive sampling. Techniques of data collection used an interviews, participant observation, and literature study. Data analyzed using Spreadley's analysis techniques and data validity through source triangulations.

The results showed that the IMC on the Majelis Rasulullah's product which contribute significantly to the sales through the activities of the event as well as sales through online system and primarily focused on permitting constraints. Transactional communications that show the similarities of background and experience of Majelis Rasulullah with its congregation to the Islamic faith; This research is motivated from the marketing activities of Majelis Rasulullah as a religious community to marketed product to its congregation. The similarity in the Islamic religion behind the formation of Majelis Rasulullah communities making it an overview of transactional communication to exchange the understanding of Islamic faith to support the IMC.

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