

# Penggunaan integrated marketing communication tools dalam memperkuat customer engagement: kampanye subculture oleh Fred Perry = The Use of integrated marketing communication tools in enhancing customer engagement: Fred Perry's subculture campaign

Velda Amadea, author

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## Abstrak

**ABSTRAK**  
Makalah ini fokus terhadap pemahaman integrated marketing communication (IMC) dan customer engagement (CE) dalam pengelolaan brand. Pemahaman ini ditujukan untuk membantu para marketer dalam membangun dan mengatur brand-brand bereputasi yang menarik bagi pasar yang dituju dan agar dapat bertahan dalam perubahan drastis yang terjadi di pasar. Khususnya, makalah ini fokus terhadap peranan subculture dan IMC tools dalam memperkuat customer engagement. Penelitian ini menggunakan brand Fred Perry untuk membahas peranan subculture dalam memperkuat customer engagement. Makalah ini menggunakan pendekatan riset kualitatif. Dari penelitian ini, dapat terlihat bahwa subculture dapat membentuk strategi pemasaran, pembentukan dan pengelolaan brand, pengikatan hubungan antara perusahaan dan target consumer, serta customer engagement. Subculture juga memperkuat konsistensi dari pesan-pesan yang ingin disampaikan suatu brand melalui saluran media tradisional dan modern. Makna dan pengaruh yang diinginkan pun dapat dipertahankan. Makalah ini menghubungkan IMC tools, subculture, dan customer engagement. Penelitian ini terbatas pada peran subculture sebagai contoh dari IMC. Makalah ini memberi kesimpulan dengan membahas implikasi dari hasil yang ditemukan untuk marketers dan menyarankan customer engagement sebagai pertimbangan yang sangat penting dalam pembentukan dan pengelolaan brand.

**ABSTRACT**  
This paper is focused on sharing insights regarding integrated marketing communication (IMC) and customer engagement (CE) in brand management. These insights are meant to help marketers in building and managing reputable brands that appeal to the targeted markets and survive the drastic changes in the market. In particular, this paper is focused on the role of subculture and integrated marketing communications tools, in the enhancement of customer engagement. The study uses Fred Perry brand to discuss the role of subcultures in enhancing customer engagement. This paper applies a qualitative research approach. From the study, it was apparent that the subculture tool shapes the marketing strategy, brand creation, brand management, the union between the company and the target consumers, and customer engagement. In addition, subculture tool enhances consistency of brand messages across traditional and the modern promotional channels. The meaning and intended influence is maintained. The paper creates links between IMC tools, subculture, and customer engagement. The study was limited to the subculture tool as an example of IMC. The paper was concluded by discussing the implications of the results for marketers and recommending critical consideration of CE for the brand creation and management. This paper is focused on sharing insights regarding integrated marketing communication (IMC) and customer engagement (CE) in brand management. These insights are meant to help marketers in building and managing reputable brands that appeal to the targeted markets and survive the drastic changes in the market. In particular, this paper is focused on the role of subculture and integrated marketing communications tools, in the enhancement of customer engagement. The study uses Fred Perry brand to discuss the role of subcultures in enhancing

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