

Pembentukan brand awareness dan brand association pada produk teknologi 4G lte melalui penerapan integrated marketing communication (IMC) studi kasus pelanggan 4G LTE telkomsel = The establishment of brand awareness and brand associations on 4G lte technology product through the implementation of integrated marketing communications imc case study customer 4g lte telkomsel

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Abstrak

Penelitian ini bertujuan untuk mengetahui proses pembentukan brand awareness dan brand association pelanggan pada produk teknologi baru 4G LTE dari penerapan komunikasi pemasaran terpadu. Penelitian ini menggunakan pendekatan kualitatif berdasarkan pada kerangka konsep brand awareness, brand association, proses pengambilan keputusan, komunikasi pemasaran terpadu, respon konsumen dalam bentuk AISAS Attention, Interest, Search, Action, Share.

Hasil penelitian ini menunjukkan bahwa penerapan komunikasi pemasaran terpadu menimbulkan kesadaran merek dan asosiasi merek kepada pelanggan. Kesadaran merek dan asosiasi merek pada pelanggan terbentuk melalui respon konsumen yaitu AISAS Attention, Interest, Search, Action, Share.

Alat komunikasi pemasaran terpadu yang menimbulkan kesadaran merek dan asosiasi merek yang kuat dan positif pada pelanggan adalah periklanan dan penjualan personal. Oleh karena itu, pemasar harus memahami dan memilih pesan atau informasi dan alat komunikasi pemasaran terpadu yang tepat dalam membangun kesadaran merek dan asosiasi merek pelanggan untuk dapat menghasilkan keputusan pembelian pada pelanggan.

.....This research is intended to know the process of establishing brand awareness and brand association of customers on new technology product 4G LTE from the implementation of integrated marketing communications. This research uses qualitative approach based on the concept of brand awareness, brand association, decision making process, integrated marketing communications, consumer response in the form of AISAS model Attention, Interest, Search, Action, Share.

The result of this study indicate that the implementation of integrated marketing communications generate brand awareness and brand association to customers. Brand awareness and brand association on the customer is formed through a consumer response which is AISAS Attention, Interest, Search, Action, Share.

Integrated Marketing Communications tools which create a strong and positive brand awareness and brand associations on customers are advertising and personal selling. Therefore, marketers have to understand and choose the appropriate message or information and integrated marketing communications tools in establishing brand awareness and brand associations customers in order to generate customer to a purchase decision.