

Analisis penerapan integrated marketing communication studi pada internal perusahaan PT. Tiki Jalur Nugraha Ekakurir di Tomang Raya = Analysis of integrated marketing communication focusing on organizational approach PT. Tiki Jalur Nugraha Ekakurir at Tomang Raya

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Abstrak

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Integrated Marketing Communication merupakan proses yang berorientasi pada pemangku kepentingan yang penting untuk diimplementasikan dalam tiap perusahaan, khususnya perusahaan jasa. Dari sudut pandang organisasi, terdapat empat dimensi yang mengkonstruksi integrated marketing communication yaitu konsistensi pesan, interaksi, berorientasi pada pemangku kepentingan, dan keselarasan organisasi. Penelitian ini dilakukan dengan tujuan untuk menganalisis penerapan integrated marketing communication pada internal perusahaan PT Tiki Jalur Nugraha Ekakurir JNE . Penelitian ini menggunakan pendekatan kuantitatif, jenis penelitian deskriptif, metode survei, dengan menyebarkan kuisioner ke 100 responden dengan non-probability sampling. Hasil penelitian menunjukkan bahwa penerapan integrated marketing communication sangat baik pada internal perusahaan PT Tiki Jalur Nugraha Ekakurir JNE di Tomang Raya.

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<i>ABSTRACT</i>

Integrated Marketing Communication is a marketing strategies that optimise communication to stakeholder and also important to implement in every organization, especially service companies. From broad organizational approach, there are four dimensions that construct integrated marketing communication message consistency, interaction, stakeholder orientation, and organizational alignment. This research was conducted to analyse the application of the integrated marketing communication on internal PT Tiki Jalur Nugraha Ekakurir JNE . This research include quantitative approach, descriptive research, survey methods by spreading to 100 questionnaire respondents with non probability sampling and purposive sampling. The results findings that the application of the integrated marketing communication was really good on internal PT Tiki Jalur Nugraha Ekakurir JNE in Tomang Raya.