

Rancangan Integrated Marketing Communication (Imc) pada Coffee Shop "Si Cangkir" = Planning Integrated Marketing Communication on ""Si Cangkir" Coffee Shop

Muhammad Rafly Hardijanto, author

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Abstrak

Tugas Karya Akhir ini disusun untuk membahas mengenai kegiatan pemasaran coffee shop yang terletak di daerah pejaten yang bernama Si Cangkir. Tugas Karya Akhir ini berisikan berbagai perencanaan program program dan perencanaan implementasi dari segi integrated marketing communication. Perencanaan program integrated marketing communication ini diharapkan dapat menjadi pemecah masalah yang selama ini dimiliki oleh Si Cangkir dalam kegiatan pemasaran. Penulis menyusun rancangan program integrated marketing communication berdasarkan dari analisis dan data dari kondisi kegiatan pemasaran Si Cangkir. Tugas Karya Akhir ini, memuat strategi komunikasi yang mana penulis menggunakan gabungan antara integrated marketing communication dan proses pembelian dengan model AISAS. Berdasarkan strategi komunikasi yang penulis pilih, penulis akan menggunakan delapan program yaitu Online Submission, Public Relation Package, Sales Promotion, Meet The Creator, Bring Your Old Bottle, Email Marketing, Instagram Ads, dan Si Cangkir Short Movie. Program-program tersebut diharapkan dapat meningkatkan awareness dari Si Cangkir dan memiliki dampak terhadap peningkatan penjualan.

.....This Final Project is to explain the marketing activities of a coffee shop located in the Pejaten area called Si Cangkir. This Final Project offers various planning program and This final project proposes marketing activities strategies that can be employed by Si Cangkir, a coffee shop in Pejaten, South Jakarta from the aspect of integrated marketing communication. The proposed integrated marketing communication program is expected to be a problem solver for Si Cangkir in marketing activities. Author draws up the design of the integrated marketing communication program based on the analysis and data from the condition of Si Cangkir's marketing activities. This Final Project contains a communication strategy in which the author uses a combination of integrated marketing communication and the buying process with the AISAS model. Based on the communication strategy that the author chose, author will use eight programs which is Online Submission, Public Relations Package, Sales Promotion, Meet The Creator, Bring Your Old Bottle, Email Marketing, Instagram Ads, and Si Cangkir Short Movie. These programs are expected to increase awareness of Si Cangkir and have an impact on increasing sales.