

Perencanaan Integrated Marketing Communication (IMC) untuk PT. Wahana Duta Jaya Rucika = Integrated Marketing Communication (IMC) planning for PT. Wahana Duta Jaya Rucika

Farhan Rafi Rahmat, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20528141&lokasi=lokal>

Abstrak

Analisis Situasi

1. Industri manufaktur di Indonesia merupakan salah satu sektor yang berpengaruh terhadap pertumbuhan ekonomi negara
2. Pada tahun 2025, industri manufaktur di Indonesia ditargetkan untuk masuk dalam kategori kelas dunia yang didukung oleh sumber daya produktif
3. Tingkat permintaan akan pipa PVC masih cukup tinggi di tengah kesulitan ekonomi akibat dari virus Covid-19 yang makin menyebarluas
4. PT. Wahana Duta Jaya Rucika memulai debutnya di bidang industri pipa pada tahun 1973 dan dianggap menjadi pioner merk pipa di Indonesia
5. PT. Wahana Duta Jaya Rucika memiliki reputasi yang baik di mata perusahaan-perusahaan internasional, sehingga banyak dari perusahaan-perusahaan tersebut tertarik untuk bekerja sama dengan Rucika
6. Materi serta strategi komunikasi melalui media daring yang dilakukan PT. Wahana Duta Jaya Rucika masih tidak dijalankan secara menyeluruh dengan hanya mengandalkan Instagram dan Facebook. Terlebih, engagement yang diterima media sosial Rucika masih tergolong rendah
7. Dibutuhkan upaya guna meningkatkan brand equity dari Rucika melalui penerapan metode komunikasi pemasaran terpadu yang maksimal.

Tujuan

Meningkatkan brand awareness dari PT. Wahana Duta Jaya Rucika sebagai bagian rebranding perusahaan untuk menjadi top of mind produsen pipa PVC dan fitting

Target Khalayak

Primary:

- a. Pemilik / Penjaga Toko Bangunan
- b. Mitra Usaha / Distributor
- c. Kontraktor
- d. Konsultan
- e. Engineering

Secondary:

- a. End-user / Home owner
- b. Millenials (SMK / Pelajar Teknik Lingkungan,

Teknik Sipil)

Pesan Kunci

Rucika hadir sebagai solusi di setiap aktivitas anda sehari- hari dengan menyediakan produk dan layanan yang bermutu

Program

Solusi Kehidupan Anda

1. TV Commercial (Rucika Untuk Keluarga Indonesia)
2. Social Media Marketing (#KreasiRucika)
3. Online Marketing (Affiliate Marketing: Tokopedia)
4. Guarantee Program
5. Loyalty Program

Jadwal

Maret – Oktober 2022

Anggaran

Rp 5,907,064,000 untuk delapan bulan

Evaluasi

Input: Mengadakan evaluasi terhadap proses pelaksanaan kegiatan berdasarkan linimasa dan rencana editorial yang telah ditentukan

Output: Mengevaluasi hasil dari tiap pelaksanaan program Outcome: Membuat evaluasi untuk mengukur dampak yang dihasilkan dari keseluruhan program yang telah dijalankan.

.....Situation Analysis

1. The manufacturing industry in Indonesia is one of the sectors that affect the country's economic growth
2. By 2025, the manufacturing industry in Indonesia is targeted to be included in the world class category supported by productive resources
3. The level of demand for PVC pipes is still quite high in the midst of economic difficulties due to the increasingly widespread Covid-19 virus
4. PT. Wahana Duta Jaya Rucika made its debut in the pipe industry in 1973 and is considered a pioneer of pipe brands in Indonesia
5. PT. Wahana Duta Jaya Rucika has a good reputation in the eyes of international companies, so many of these companies are interested in collaborating with Rucika
6. Materials and communication strategies through media that PT. Wahana Duta Jaya Rucika is still not run thoroughly by relying solely on Instagram and Facebook. Moreover, the engagement received by Rucika's social media is still relatively low
7. Efforts are needed to increase the brand equity of Rucika through the application of the maximum integrated marketing communication method.

Goal

Increase the brand awareness of PT. Wahana Duta Jaya Rucika as part of the company's rebranding to become a top of mind producer of PVC pipes and fittings

Target Audiences

Primary:

- a. Building Shop Owner/Keeper
- b. Business Partner / Distributor
- c. Contractor
- d. Consultant
- e. Engineering

Secondary:

- a. End-user / Home owner

b. Millennials (SMK / Environmental Engineering
Students, Civil Engineering)

Key Message

Rucika is here as a solution in your daily activities by providing quality products and services

Program

Your Life Solution

1. TVC Commercial (Rucika For Indonesian Families)
2. Social Media Marketing (#RucikaCreations)
3. Online Marketing (Affiliate Marketing: Tokopedia)
4. Guarantee Program
5. Loyalty Program

Schedule

March – October 2022

Budget

Rp 5,907,064,000 for eight months

Evaluation

Input: Conducting an evaluation of the process of implementing activities based on the timeline and editorial plans that have been determined

Output: Evaluating the results of each program implementation

Outcome: Make an evaluation to measure the impact resulting from the overall program that has been implemented