

Analisis Implementasi Komunikasi Pemasaran Terpadu ABC Mobile pada PT Bank XYZ = Analysis of the Implementation of ABC Mobile Integrated Marketing Communications at PT Bank XYZ

Vinny Farida Hasian, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920548898&lokasi=lokal>

Abstrak

Laporan magang ini membahas mengenai implementasi komunikasi pemasaran terpadu yang dilakukan PT Bank XYZ dalam mempromosikan aplikasi mobile banking-nya, yaitu ABC Mobile. Laporan magang ini bertujuan mengevaluasi proses komunikasi yang dilakukan perusahaan, implementasi bauran promosi yang digunakan perusahaan, dan evaluasi program komunikasi pemasaran yang telah dilaksanakan.. Berdasarkan kegiatan magang yang telah dilakukan, ditemukan bahwa PT Bank XYZ PT telah menganalisis proses komunikasi. Perusahaan menganalisis dua pihak utama dalam komunikasi, yaitu sender dan receiver; dan dua alat komunikasi utama, yaitu message dan channel. Selanjutnya, PT Bank XYZ memanfaatkan seluruh elemen bauran promosi dalam mengembangkan dan mengintegrasikan program komunikasi pemasaran terpadunya. Kemudian, PT Bank XYZ memantau, mengevaluasi, dan mengontrol program komunikasi pemasaran terpadu ABC Mobile dengan KPI dan survei yang dilakukan untuk mengetahui voice of customer. Pada promosi digital, pengukuran keberhasilan dilakukan melalui impression, engagement rate, dan jumlah followers baru. Namun, perusahaan belum mengevaluasi efektivitas out-of-home advertising yang dilakukan. Laporan magang ini memberikan beberapa rekomendasi bagi perusahaan agar program komunikasi pemasaran terpadu ABC Mobile dapat berjalan lebih baik lagi.

.....This internship report discusses the implementation of integrated marketing communications carried out by PT Bank XYZ in promoting its mobile banking application, namely ABC Mobile. This internship report aims to evaluate the communication process carried out by the company, the implementation of the promotional mix used by the company, and evaluate the marketing communication program that has been implemented. Based on the internship activities that have been carried out, it was found that PT Bank XYZ PT has analyzed the communication process. The company analyzes the two main parties in communication, namely the sender and receiver; and two main communication tools, namely messages and channels. Furthermore, PT Bank XYZ utilizes all promotional mix elements in developing and integrating its integrated marketing communications program. Then, PT Bank XYZ evaluated ABC Mobile's integrated marketing communications program using KPIs and surveys conducted by vendors to determine the voice of customers. In digital promotions, success is measured through impressions, engagement rate, and the number of new followers. However, the company has not evaluated the effectiveness of the out-of-home advertising carried out. This internship report provides several recommendations for companies so that ABC Mobile's integrated marketing communications program can be implemented better.