

Perencanaan Program Komunikasi Pemasaran Terpadu “Get Hype and Go with BlackBerry” BlackBerry Periode 2013 = Integrated Marketing Communication Program “Get Hype and Go with BlackBerry” BlackBerry 2013

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Abstrak

BlackBerry merupakan produsen, manufaktur sekaligus pengembang dari produk smartphone dengan merek BlackBerry. Smartphone BlackBerry pertama kali diperkenalkan di Indonesia pada tahun 2007 dan berhasil menguasai pasar smartphone Indonesia pada tahun 2009-2011. Sejak kemunculan smartphone berbasis Android dan iOS, popularitas BlackBerry perlahan mulai meredup dan p penurunan market share BlackBerry terhadap smartphone berbasis Android dan iOS mulai terjadi. BlackBerry menghadapi permasalahan bahwa BlackBerry mulai kehilangan pamornya di pasaran smartphone.

Perencanaan program komunikasi pemasaran terpadu ini mengangkat BlackBerry Curve 9320 dan BlackBerry Curve 9220 yang ditargetkan untuk pasar menengah dan menengah ke bawah. Tujuan dari kampanye ini adalah untuk menciptakan kembali tren penggunaan smartphone BlackBerry sebagai langkah pencegahan brand switching. Strategi kampanye untuk membangun preferensi merek terhadap BlackBerry dibuat dengan memanfaatkan media sosial yang tengah berkembang pesat di kalangan pengguna di Indonesia. Program komunikasi pemasaran terpadu ini menghabiskan dana sebesar Rp 6,998,304,500 (termasuk pajak) selama enam bulan masa kampanye.

BlackBerry is produsen, manufacturer, and also developer for BlackBerry smartphone. BlackBerry smartphone are introduced to Indonesian market for the first time in 2007 and successfully climb the throne during 2009- 2011 period. Eversince the Android smartphone and iOS smartphone also enter the market; BlackBerry starts to lose its popularity. Slowly, BlackBerry losses its marketshare to both competitors until BlackBerry completely lost its charm in the smartphone market.

This integrated marketing communication plan created for BlackBerry Curve 9320 and BlackBerry Curve 9220 whom targeted for middle and middle-low market. The purpose is to re-create the trend of using BlackBerry among its users as a prevention to brand switching. The strategy is utilizing the well-known social media to build brand preference towards BlackBerry. By the time, social media popularity and growth is incredibly high among Indonesians as they're currently developing a very positive response towards the social media. The whole integrated marketing communication plan estimated to cost Rp 6,998,304,500 (including tax) during six month period of time.