

Program perencanaan komunikasi pemasaran terpadu Genera Custom Guitars "live the guitar!" periode Februari-Desember 2013 = Integrated marketing communication program Genera Custom Guitars "live the guitar!" period of February to December 2013

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Abstrak

Di tengah banyaknya produsen pengrajin gitar lokal yang sudah mempunyai nama lebih dulu, tentunya Genera Custom Guitars sebagai brand yang belum mature masih membutuhkan awareness yang lebih lagi. Dengan mempertimbangkan khayalak sasaran, Genera Custom Guitars membutuhkan perencanaan komunikasi terpadu yaitu "Live the Guitar!". Kampanye ini merupakan rangkaian program yang berfokus kepada kemajuan dunia teknologi, khususnya internet. Hal ini terlihat dalam penggunaan Website (dengan "Guitar Builder" sebagai konten andalan) sebagai elemen utama pada campaign ini, dan juga social media sebagai elemen pendukung. Dewasa ini banyak para pemain gitar kurang puas dengan presisi gitar buatan manufaktur (pabrik). Peran pengrajin gitar custom sangat penting disini dalam memuaskan hasrat kepuasan bermain gitar para konsumennya. Kampanye ini membutuhkan biaya sekitar sembilan belas juta rupiah.

.....Genera Custom Guitars "Live the Guitar!" In the middle of many local guitar craftsmen whom already have name in the industry, Genera Custom Guitars needs more awareness as a brand that haven't matured yet. By considering the target market, Genera Custom Guitars needs an integrated communication marketing, "Live the Guitar!". This Campaign is a series of programs that focused on the advancement of the technology world, especially the Internet. It can be seen from the use of Website (with "Guitar Builder" as the main content) as the main element of this campaign and also the social media as the support element. A lot of guitarists aren't content with guitar precision that the manufactory made these days. The custom guitar's craftsmen (luthier) role is very important to satisfy the desire to play guitar that consumers have. This campaign will requires a fee of nineteen million rupiah.