Abstract

Strategy Of The Original Viking Fanshop Through Campaign With Bus The Original Viking Fans Mobile Store In Merchandise Sales Increase Persib Bandung

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This study aims to determine the strategy of The Original Viking Fanshop through promotion Bus Original Viking Fans Mobile Store in Bandung Persib increase merchandise sales. To answer these strategies, the researchers picked up sub focus objectives, plans, activities, messages and media to measure the focus of research.

Research approach is qualitative, descriptive research method (descriptive reaserch). Data collection of research conducted with in-depth interviews and direct observation of spaciousness, the study of literature, Internet searching, and documentation. Informants in this study were six people who know about the campaign bus of The Original Viking Fans Mobile Store is performed by The Original Viking Fanshop. The technique used was purposive sampling (sampling technique aims) where samples were taken with the consideration in accordance with the purpose of research. Before conducting interviews, researchers first set of interview questions in accordance with what will be studied. Answers obtained from the interviews was analyzed and discussed in the discussion.

The result showed that The Original Viking Fanshop have a goal that had been planned through the promotion Bus The Original Viking Fans Mobile Store in Bandung Persib increase merchandise sales. In its activities, The Original Viking Fanshop generate a positive image of the community for them. Messages in the campaign through the Bus The Original Viking Fans Mobile Store has a formal style of the messages and have 2 forms of message that is persuasive and informative. The medium used was effective in the promotion conducted by The Original Viking Fanshop.

Conclusion This study shows that the strategy undertaken by The Original Viking Bus Fanshop through the promotion of The Original Viking Fans Mobile Store can not be separated from the goals, plans, activities, messages, and also the media used or used to achieve an end goal of improving sales of merchandise Persib Bandung.

Suggestions on this research for The Original Viking Fanshop is more innovating to goods produced. It means creating new things in producing the goods will be sold to consumers so as to further strengthen the increase in terms of revenue.