ABSTRACT

STRATEGIC MARKETING DIVISION OF PT. HANJAYA MANDALA SAMPOERNA THROUGH DIRECT SELLING TEAM AVOLUTION SPECIAL EDITION PACK PROGRAMIN INCREASING BRAND IMAGE "A FAMILY" AMONG CONSUMERS

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This study aims to determine how the marketing strategy division of PT. HM Sampoerna through direct selling team avolution special edition pack program in increasing brand image "A family" among consumers. To answer the objectives, plans, program activities, the message, and the media used.

This study used a qualitative approach with descriptive methods, data collection techniques used are in-depth interviews, participant observation, documentation, library research, and internet searching.

Based on the analysis of research, the marketing strategy division of PT.HM Sampoerna having measurable goals and targeted in the direct selling team avolution special edition pack program. With a detailed plan, organized, and scalable and will be automatically directed to direct selling team avolution special edition pack program has a high success rate. With marketing activities, where marketing activities avolution special edition of this pack is not only devoted to the direct selling team. However, through events and advertising in the media. By delivering a message which contains information about the avolution special edition pack which persuasive to consumers. By using media as a tool of communication.

The conclusion of the study shows that the strategy of marketing division of PT. Hanjaya Mandala Sampoerna through direct selling team avolution special edition pack program in increasing brand image "a family" among consumers, in order to increase sales volume and increase the company's brand image and brand families.

Researchers suggest to the marketing division of PT. HM Sampoerna's efforts to improve again the performance and cooperation between Direct Selling Team with the marketing division of PT. HM Sampoerna to be implemented in the future and can accomodate the aspirations of Direct Selling Team to provide quick feedback and response in the service of what is needed by consumers and Direct Selling Team in the field.