ABSTRACT

Marketing Communication Strategies in socializing Savings Program "FAEDAH" To Increase Number of Customers (Case Study at PT BRISyariah Surabaya Branch Office Master)

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This study aims to determine how the Strategy Marketing Communication PT BRISyariah KCISurabaya in socializing Savings Program "FAEDAH" To Increase the Number of Customer. To answer this study researchers used six categories that serve as a measuring tool that is a problem of identification of planning / program reviews,preparation and promotion of media development,media and execution of activities, monitoring andanalysis of the situation, response, and strategies.

This study used qualitative methods with case study approach. The informant is the Branch Chairman and Marketing Communication PT BRISyariah KCI Surabaya, as well as four peoplechosen by the customer using the snowball sampling technique. Using data analysistechniques with the stage of data reduction, data collection, data presentation, drawing conclusions, evaluation, and triangulation. Data collection techniques by conducting interviews, literaturestudies, documentation, online data tracking, andobservation.

The results of this study indicate that the socialization of savings programs "FAEDAH" This approach of marketing communications theory andget a positive response from the community. The media used is print media, electronic media and outdoor media. Strategic Marketing Communication PT Surabaya BRISyariah KCI is very important in socializing savings program "FAEDAH".

The conclusion of this study is that the strategy of Marketing Communication PT BRISyariah KCI Surabaya in socializing savings plan "FAEDAH" by using print, electronic, and outdoor can be said to have been well and managed to walk on.

Suggestions of this study was to Marketing Communication PT BRISyariah KCI Surabaya can maintain and increase the number of customers by further enhancing the socialization of savings program "FAEDAH" so that people become awareand understand, so they are interested in becoming customers in BRISyariah KCI Surabaya .