ABSTRACT

Marketing Communication Strategy of Rumah Cantik Citra Bandung (Case Study About Strategy Marketing Communication of Rumah Cantik Citra Bandung to Increase Customers Buying Interest)

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This research aimed to find out how Marketing Communication Strategy of Rumah Cantik Citra Bandung Increased Customers Buying Interest. To answer this research, the researches used five categories which become measurement tool as problem identification, they are : Product, Price, Place, Promotions, and Strategy.

This research used qualitative method which case study approach. The informants were Manager and Marketing Manager, and sampling technique. This research used data analysis technique with step as follow : data reductions, data collection, data presentation, conclution, evaluation, triangulations. The data collection techniques used interview, literature review, documentation, internet browsing, and observation.

The result of this research was to show that the effort to increase customers buying interest was done by using marketing communication approach theory and got positive response from the customer. The media used were printed media, electronic media, and online media. Marketing Communication Strategy of Rumah Cantik Citra Bandung was very Important to Incrase Customers buying Interest.

The conclution of this research was that Marketing Communication Strategy of Rumah Cantik Citra Bandung to Increase Customers Buying Interest using printed media, electronic media, and outdoor could be assumed to run well and successfully.

The suggestion of this research was to make Marketing Communication of Rumah Cantik Citra Bandung could keep and increase customers amount using socialization understand, and also became interested to used services in Rumah Cantik Citra Bandung.