ABSTRACT

MARKETING COMMUNICATION STRATEGY OF PT MAICIH INTI SINERGI IN PROMOTING MAICIH PRODUCT IN BANDUNG

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This research objective is to understand how PT Maicih Inti Sinergi Bandung marketing communication strategy promoting their product in Bandung. To answer those purpose researcher try to analyzing this following matters include, establishment purpose of marketing promotion, establishment target of marketing promotion, plan message, media channels, development of promotional mix, provision of marketing budget, evaluation and the management of marketing planning.

This research use qualitative approach, the descriptive research method is a method that can explain and describe the occurred phenomena's. This research sampling technique used a purposive sampling, data accumulation technique, and data analysis technique. The subject of this research is Maicih Jendral, communication and information department officer of pt maicih inti sinergi and officer of human resources department of PT Maicih Inti Sinergi as informant and three ichiers as key informant.

The results of the research that has been done the goal setting marketing campaign undertaken to identify and attract new Icihers, Maicih communicate new products, increasing the number of consumers for products that have been well known, informing consumers about product Maicih quality improvement, invites consumers to come to the retails and motivate consumers to buy Maicih product. A targeting marketing campaign made equally for all. The design of the content of the message are to raise grade of traditional food, using a message structure with direct delivery by both General and live Tweets from @ infomaicih, while for the message format used is more verbal. Media channels through the three main media, Twitter @ infomaicih, Maicih General and Icihers Magazine. Development of promotional mix done by advertising, personal selling activities, sales promotion and publicity is always dealing well with consumers. As for marketing budget provision, both the company and general have their each budget and not involved each other, PT Inti Synergy Maicih using objective and task methods to establish budget of marketing campaign. Phase evaluation and control marketing plan has been run positively as evidenced by an increase in corporate profits, the evaluation process is done by holding a team meeting

management, monthly reports from the General and great meeting of all stakeholders in PT Maicih Core Synergy.

The conclusion of the research is marketing communication strategy PT Maicih Inti Sinergi Bandung in promoting Maicih product in Bandung city go along according to the implemented strategy.

The recommendation is PT Maicih Inti Sinergi Bandung should make product branding and advertisement for their own product for example create a billboard advertisement that is dedicated to the promotion of Maicih products, and it's better to organize activity or programs that related with their products and create event which is related to Corporate Social Responsibility (CSR) more frequently consider Maicih is popular among society. For example, Maicih can create circumcision massive or giving donation to orphanage.

Keyword: Strategy, Marketing Communication, Promotion, Maicih, PT Maicih Inti Sinergi