ABSTRACT

INTERNET MARKETING MIX TO ATTRACT BUYING CONSUMER INTEREST IN INVICTUS BANDUNG

(*Descriptive studies about Internet Marketing Mix Invictus Bandung In Attracting Consumer Buying)*

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*This thesis under guidance***:**
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This study aims to determine the distributions of Invictus Bandung Internet Marketing Mix in attracting consumers to buy. the researchers raised the indicator as a sub-focus on this research that, Product, Price, Communications, Community and Distribution.

This research approach is using qualitative, descriptive research method used to explain and describe the phenomena that occur. The sampling technique used is purposive sampling, data collection techniques and data analysis techniques. Subjects in this study is the Head of Online Marketing, Project Manager, Online Admin and informants from the Consumer who never conduct transactions online at Invictus Bandung.

Invictus Bandung's Products consist of clothing / T-shirt, bags, jackets, hats, belts, and wallets in which the process of determining the products is done through a meeting. Pricing in Invictus Bandung conducted through meetings where the company conducts mapping the market. Communication through Internet marketing in Invictus performed by Admin online through social media such as Facebook, Instagram, Twitter, Websites, Email, Path, and additional applications, namely Page Manager. Invictus Bandung is also working with the community as cooperation carried out by @KumahaAingWeh, @Infowatir, Goodnews From Indonesia, Honda, Mocca, In Line Skate Bandung, Indo Runner, Save Ahok, and the Nusantara Ranger. Invictus distribution point online Bandung contained in Zalora, Lazada, garlick store, Obesphere, and Magnet Substore,

It can be concluded that the Internet marketing mix done by Invictus Bandung to attract consumers interest to buy their products because it is supported by all five components of Internet marketing mix.

For further research, this can be expanded by giving suggest to Invictus Bandung to create promotions and new program as the Humanitarian Program, Support Go Green, Program, or the promotion of cooperation with online game developers. Invictus Bandung also will be maximized if the company adds to mounting media channels for the installation of Internet Advertising companies such as through Direct Advertising,Self Service Advertising and Ad Networks in order to create a wider network.

Keywords: Marketing Communications, Marketing Mix Internet, Invictus Bandung, Buy Consumer Interests.