

ABSTRAK

STRATEGI KOMUNIKASI PEMASARAN SABIT INDONESIA DALAM PENJUALAN JASA FOTO MUSLIM WEDDING DI KOTA SEMARANG

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Strategi komunikasi pemasaran dalam dunia bisnis memiliki peran yang sangat penting dalam tahap pembetulan kesadaran dan pemahaman konsumen. Dengan demikian sebuah perusahaan membutuhkan perencanaan strategi yang tepat agar dapat diterima dengan oleh masyarakat. Strategi yang dilakukan oleh perusahaan pun beraneka ragam, oleh karena itu peneliti ingin mengetahui strategi komunikasi pemasaran Sabit Indonesia dalam penjualan jasa foto muslim wedding di kota Semarang

Tujuan penelitian ini untuk mengetahui strategi komunikasi pemasaran Sabit Indonesia dalam penjualan jasa foto muslim wedding di kota Semarang. Paradigma yang digunakan adalah paradigma konstruktivisme dengan teori bauran komunikasi pemasaran dan teori penyusunan tindakan, Penelitian ini bersifat kualitatif dengan pendekatan deskriptif kualitatif. Teknik pengumpulan data dengan wawancara mendalam yang didukung juga dengan studi pustaka. Subjek dari penelitian ini adalah Sabit Indonesia, yaitu *Chief Executive Officer* dan *Marketing manager*.

Berdasarkan penelitian, strategi komunikasi pemasaran Sabit Indonesia adalah dengan periklanan, menggunakan online dan offline. Kemudian promosi penjualan, hubungan masyarakat, kemudian personal selling, direct Selling pemasaran, selanjutnya *word of mouth*

Dengan mengimplementasikan komunikasi pemasaran jasa foto muslim wedding Sabit Indonesia terbukti laku dipasaran dari 2014 sampai 2019 setiap tahunnya mengalami peningkatan hingga saat ini total klien yang sudah pernah dikerjakan adalah 60 klien lebih.

Kata kunci : Strategi Komunikasi Pemasaran, Sabit Indonesia, Penjualan Jasa foto Muslim wedding.

ABSTRACT

THE MARKETING COMMUNICATION STRATEGY OF SABIT INDONESIA IN PROMOTING MUSLIM WEDDING PHOTOGRAPHY SERVICE IN SEMARANG CITY

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Marketing communication strategy in the business world has a very important role in establishing consumer awareness and understanding. Thus a company needs the right strategy planning so that it can be easily accepted by the community. The strategies carried out by the company are also diverse, those various marketing communication strategies are not only used to introduce a product, but also provide knowledge or benefits of a product in order to provoke a desire to buy or use it.

The purpose of this study is to determine the marketing communication strategy undertaken by Sabit Indonesia in Promoting Muslim wedding photo services in the city of Semarang. The paradigm used in this research was the constructivism paradigm with the blended marketing theory and action assembly theory. This research was qualitative with descriptive qualitative research. The data collection techniques used by the writer were in-depth interview techniques which were also supported by literature study. The subjects of this study were the team from Sabit Indonesia, namely the Chief Executive Officer and Marketing Management.

Based on the research, marketing communication strategy implemented by Sabit Indonesia was by advertising using online and offline advertising, namely brochures and Instagram. Then sales promotion was done through customer and business promotion, public relations built relationship with the media, influencers and make up artist, then personal selling met directly with the clients. Direct selling was conducted by offering photo packages in accordance with the targeted marketing, after that, word of mouth was conducted by communicating well and politely to the clients. By implementing marketing communication muslim wedding photography services, Sabit Indonesia is proven to be successful in the market from 2014 to 2019 and each year it has increased so far with a total 60 client have ever worked on.

Keyword: Marketing Communication Strategy, Sabit Indonesia, Muslim Wedding Sales