

ABSTRACT

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Marketing Communication Strategy Of PT Suzuki In Increasing Sales

Keywords : Marketing Communication, Strategy Communication, Increase Sales

(X+60+Attachment)

Along with the development of increasingly sophisticated technology, currently the use of the internet is no stranger to marketing a product. Competition in marketing products continues to emerge along with technological developments that continue to be increasingly sophisticated, prompting various kinds of system changes in the world, either directly or indirectly. This study aims to find out how the marketing communication strategy carried out by PT Suzuki in increasing sales in the period March to August. The data collection of this research used interviews with the informants concerned. This study uses the theory of plans that are used as steps in achieving goals. The result of this research is that PT Suzuki carries out 2 marketing mechanisms, the first is Above The Line, by utilizing social media as a medium for advertising. Content in social media differs according to the characteristics of the social media. The second is Bellow The Line, which is advertising through Showroom Events or direct marketing. This marketing communication utilizes sales to go directly to meet consumers and directly offer vehicle products. The strategy implemented was successful because the sales performance of two-wheelers has continued to grow since June 2022 which reached 296,334, from the previous May of 248,235 units. Then, it increased again to 326,452 units in July 2022 or up 10.16.

(Bibliography, 2015-2021)