

ABSTRACT

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MARKETING COMMUNICATION STRATEGY OF PT CEMANI TOKA IN THE MARKETING PRODUCTS PRINTING INK

Keywords : strategy, marketing communications, marketing activities

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The development of globalization caused the change of the analog era to the digital era. So that the information media was originally in the form of print media became digital media that can be accessed easily and quickly through a smartphone/gadget with internet connection. This make the public's internet in using print media such as newspapers and magazines declining. PT Cemani Toka as a company that produces printing ink also feels the impact of the digital era in marketing printing ink products. Therefore, the strategy of direct marketing promotion in marketing product is very important to run so that marketing target can be achieved. The purpose of research is to find out how PT Cemani Toka's direct marketing strategy is in promoting printing ink products. This research uses a qualitative approach and the paradigm of the constructivist approach with descriptive method. Data collection techniques are carried out with literature studies and field studies. The results showed this through the marketing mix theory by using 7P elements, it was found that PT Cemani Toka had a promotional strategy in marketing printing ink products between advertising, direct marketing, event marketing, publicity and public relations, and after sales service.

Bibliography (1999-2017)