

ABSTRACT

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Marketing Communication Strategy in improving the image of PT. Citra Van Titipan Kilat (TIKI) during the Covid-19 pandemic (Case study at PT. Citra Van Titipan Kilat (TIKI) Jatibening branch).

Keywords: Communication Strategy, Marketing Communications, IMC, Image

(xii + 78 + Attachment)

Strategy is a planning process in achieving a target or something desired, a comprehensive communication approach that will be taken in order to face challenges. Seeing the number of companies engaged in shipping services, to be able to maintain its existence, each company is required to have a special strategy in service delivery providers. delivery then to be able to maintain its existence each company is required to have a special strategy in service delivery providers. The purpose of this study is to find out and understand how the Marketing Communication Strategy in Improving Image carried out by the tiki jatibening branch. The theory used in this study is the theory of Integrated Marketing Communication (IMC). This research method uses descriptive qualitative by conducting data collection techniques through observation, interviews and documentation. This research uses a constructivist paradigm that defines a paradigm that is almost the antithesis of understanding that puts observation and objectivity in discovering a reality or science. The results of this study show that the marketing communication used by the tiki jatibening branch is communication directly or using social media, namely Whatsapp. The marketing strategy implemented by the tiki jatibening branch by informing consumers via whatsapp by updating about tiki programs. The conclusion in this study is that in marketing, the tiki jatibening branch prefers to use direct or indirect communication with consumers. To improve the image of the tiki jatibening branch, carry out a strategy by accurately informing consumers when the package will be received by the intended one so that what is conveyed is received by the consumer. The advice in this study for tiki branches could be to use social media more to increase sales and further increase the number of existing employees.

Bibliography (2018-2022)