

ABSTRACT

MUHAMMAD DAFFA FARRAS.14819075. *Marketing Communication Strategy for the PT.Telkom Witel Sukabumi Service Business Unit in Increasing Revenue*

Keywords: Marketing communication strategy, increasing revenue, PT.Telkom Witel Sukabumi Service Business Unit

(xii+72+Appendices)

This research was conducted with the aim of knowing the marketing communication strategy of the PT.Telkom Witel Sukabumi Service Business Unit to increase revenue. This research was analyzed using qualitative methods. and analyzed using Integrated Marketing Communications (IMC). In this research it can be concluded that the marketing communication strategy carried out by the PT.Telkom Witel Sukabumi Service Business Unit to increase revenue is to use the IMC concept, including advertising, namely using social media such as YouTube, Facebook and Instagram, while the print media used are brochures, sales promotion, namely there are limited product promotions and SBR policy features, personal selling, namely by visiting customers, direct marketing, namely by using WhatsApp telemarketing, email, SMS blast, telephone, interactive marketing, namely by using WhatsApp or telephone as interactive media with customers to convey complaints or solutions , word of mouth, which occurs automatically from customers seen from after sales, and event marketing, namely by attending a community event in Sukabumi. Among these IMC strategies, the one that generates the most revenue is personal selling because personal selling is one of the most popular marketing activities. This is often done and is a priority to do. Apart from that, this all happened because we had made profiling in the form of Segmentation, Targeting and Positioning. Then, marketing communication strategies that are ineffective will be evaluated and improved to make them better.

References (2013-2022)