

ABSTRACT

MUHAMAD.YAZID 18816153

CREATIVE STRATEGIES OF MARKETING COMUNICATIONS WAROENG NOESANTARA CONSUMER INTEREST

(Studies qualitative in descriptive creative strategies of marketing communications waroeng noesantara consumer interest)

Keywords: strategy , creative , marketing communications.

(xi + 72 + Attachments)

Of the caf waroeng noesantara is modern cafe in the area earned jl kelapa dua which are really starting to crowded in for its customer tour of this state especially from and college students and a young child .The purpose of this study is to find the activity itself to communication and marketing strategies of the caf waroeng noesantara in in improving the caused as much interest among the world largest oil consumers .Was used in the study a qualitative approach was adopted and paradigms konstruktivis with the methods descriptive research based on the qualitative .The technique of the collection of data that is done with the interviews and observation .The technique of an examination of the data is not tampered with the use of triangulation of study of the sources and a method of .The results of the study this really shows you that strategy of marketing communications cafe waroeng noesantara to the spread of the heard of the brochures or network of the bank conventional media or unwillingly as modern in rely on internet and the media social as well as instagram and website. Specifically a creative strategy in marketing waroeng noesantara planned consumers is interesting caf and modern for any consumers who visit based on the concept and facilities in waroeng noesantara.In addition the fulfillment of the customer needs facilities like the completeness of the cafe as well as the quality of products that are marketed as well be an important indicator for the consumer in giving to the cafe. imageThe conclusion of this research is in an effort to build positive image of the company, the cafe waroeng noesantara have done many different ways the activity of marketing communications.

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