

ABSTRACT

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Implementation of Marketing Communication for By.U Products in Sponsorship Events

Keyword : Implementation, Communication, Marketing Communication, by.U, Products, Sponsorship, Events, Sponsorship Events.

(xii + 93 + Appendices)

The internet is a vital need in today's era so that the need for the internet is increasing in society, especially generation z who are still in school in terms of education, however, in today's era the cost of accessing the internet is relatively expensive. The purpose of this study is to describe how the implementation of by.U product marketing communication in the implementation of sponsorship events. This research method uses a qualitative research method with a post-positivism paradigm. The data collection method uses interviews, observations and documentation. This study uses the theory of innovation diffusion where the stages of the innovation diffusion theory consist of 5 stages, namely; (1) Knowledge Stage, (2) Persuasion Stage, (3) Decision-making Stage, (4) Implementation Stage, (5) Confirmation Stage. The results of this study are that by.U uses sponsorship events as its marketing channel, users are interested in service flexibility, affordable prices, large internet quotas, fast networks, and lifetime active periods.

Bibliography (2010-2024)