

ABSTRACT

DAFFA HAZAZI NUMAN. 10820850

PT Djarum's Marketing Communication Strategy in Increasing Cigarette Sales

Keywords: Marketing Communication, PT. Djarum, Cigarette.

(x + 50 + Attachment)

The purpose of this study was to determine the marketing communication activities of PT. Djarum is increasing the number of consumers. The theory used is Integrated Marketing Communication Theory. This study uses a qualitative descriptive method, and positivisme paradigm. The number of informants in this study were 3 high-ranking officials of PT. Djarum and Consumers of PT. Djarum. The object of this study was Marketing Communication of PT. Djarum. The results of this study show that social media such as Instagram and supporting websites are one of the main means of PT. Djarum in carrying out marketing communication activities by means of salespeople informing, educating and persuading potential buyers to buy the company's products/services in order to achieve the goal of increasing the number of consumers.

Bibliography (1986 – 2015)