ABSTRACT

THE ADVERTISEMENT STRATEGY OF MOTOR CYCLE COMPANY
(THE CASE STUDY OF ADVERTISEMENT STRATEGY OF PT. MITRA PINASTHIKA MUSTIKA)

Honda motor launched Scoopy, the first automatic motorcycle with retro design in Indonesia. Scoopy is hoped to reach a bigger market share, therefore Honda can take the first place of sales automatic motorcycle. PT Mitra Pinasthika Mustika, Honda motor distributor for East Jawa and East Nusa Tenggara use advertising to inform their consumer about Scoopy.

This study is focused on the advertising strategy PT Mitra Pinasthika Musthika. This study seeks whether PT. Mitra Pinasthika Mustika applied Kotler’s theory in making 5 decisions in advertising program called 5M: mission, money, message, media and measurement.

Method of this study is qualitative descriptive using in-depth interviews technique in collecting data. The informants of this study are the President and Director of PT. Mitra Pinasthika Mustika, Mr. Suwito and Mr. Dendy Sean. Moreover, documents from PT. Mitra Pinasthika Mustika and Jawa Pos are also collected as a supporting data.

The conclusion of this study showed that PT. Mitra Pinasthika Musthika applied 4 steps of Kotler’s theory which are mission, money, message and media which is Jawa Pos newspaper. They did not measure their advertising activity because it’s too difficult to measure the affectivity of an advertising. PT. Mitra Pinasthika Musthika have a good relationship with Jawa Pos that they sponsored any activities done by Jawa Pos and vice versa.

In making an advertising program, advertiser needs to concern about the affectivity and the efficiency. However, PT. Mitra Pinasthika Mustika seems to neglect both of the affectivity and the efficiency of their advertising program therefore the writer wants to suggest them to do the measurement step. If they measure their advertising activity they would know whether the mission of the advertising had reached.

Keywords: Advertisement strategy, 5M Kotler’s Theory, Newspaper