

ABSTRAK

Penelitian ini berfokus pada pendeskripsian Bentuk-Bentuk komunikasi pemasaran yang digunakan oleh pemasaran Telkomsel Surabaya dalam program *Telkomsel School Community* (TSC) di Surabaya. Penelitian ini menarik karena komunikasi pemasaran adalah sarana bagi perusahaan agar dapat menginformasikan produk yang akan dikenalkan kepada konsumen, membujuk dan meningkatkan konsumen secara langsung maupun tidak langsung tentang produk yang mereka jual

Adapaun penelitian ini menggunakan tinjauan pustaka diantaranya: strategi komunikasi pemasaran, bentuk- bentuk komunikasi pemasaran, target audience, Advertising, Sales promotion, public relation, personal selling, direct marketing, dan internet marketing. Penelitian yang dilakukan ini menggunakan tipe penelitian deskriptif dengan pendekatan kualitatif.

Dalam mencapai keberhasilan pada proses pemasaran, maka program TSC di Surabaya ini menggunakan Bentuk-Bentuk komunikasi pemasaran diantaranya Advertising, Sales promotion, public relation, personal selling, direct marketing, dan internet marketing.

Kata Kunci : Bentuk-Bentuk komunikasi pemasaran, TSC, Telkomsel, Pemasaran, Surabaya

ABSTRACT

This study focuses on the description Forms of marketing communication used by marketing Telkomsel Telkomsel Surabaya in School Community program (TSC) in Surabaya. This research is interesting because it is a means of marketing communications for the company in order to inform the products to be introduced to consumers, persuade and improve consumers directly or indirectly, on the products they sell

This study aimed to describe forms of marketing communication used in Telkomsel School Community program (TSC) by Telkomsel Surabaya. To be able to know that Telkomsel company has managed to reach the desired target audience. The method used in this study using indepth interview or in-depth interview is a question and answer activities between researchers and resource speakers

In achieving success in the marketing process, the program uses the TSC in Surabaya Forms of marketing communications including advertising, sales promotion, public relations, personal selling, direct marketing, and internet marketing.

Keywords: Forms of Marketing Communications, TSC, Telkomsel, Marketing, Surabaya

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