ABSTRACT

The Communications Strategy by Brand Presenter in Marketing Products Cigarette to Consumers
(Case Study at PT. H.M. Sampoerna)

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Many competition in industry cigarettes to make any company cigarettes to make the communications strategy that can be pulled consumers. Make the communications strategy is careful make a calculation of the situation and conditions under which it will and by faced by to achieve a purpose, in other words that use the communications strategy implies using some way communicate in conscious for creating the change to people easily and quickly. The purpose of this research is to described the communications strategy done by brand presenter to PT. Hanjaya Mandala Sampoerna in marketing products in the Lampung. Discussion on the communications strategy in the discussed by using AIDDA theory. Methods used in this study including the methods descriptive with a qualitative approach. This research result indicates that the communications strategy used by brand presenter use role play according to the theory aidda. The conclusion of this research is brand presenter promoting the product use the theory aidda so that the product can sold accordance with the target desired company.

Keywords: Strategy of communication, AIDDA Theory