ABSTRACT

YANKEIZ.COM MARKETING COMMUNICATION STRATEGIES IN GROWING INTEREST AND CONSUMER TRUST THROUGH SOCIAL MEDIA AS A TOOL OF ADVERTISING

(Case Study on Yankeiz.com on Facebook)

Development of Internet based on communication technology has been extended to the rural areas. Audience will be more easily interact with each other regardless the distance. Social media is now become a very popular communication platform among the audience, make Indonesia as part of the top social media users in the world, especially facebook. This development utilized by the business to develop its business to a new target market is online business.

Marketing communication strategy is one of the most important things for businesses to be able to maintain its existence in the business, especially online businesses that make buying and selling without a face-to-face communication. This study aims to determine yankeiz.com marketing communication strategies through social media as a means of advertising. This research was based on the communication elements, and then applied to the components of marketing communication. It is a qualitative research.

The results showed that the marketing communication strategies undertaken by yankeiz.com through social media is to establish a communication link to their customers through social media such as facebook then proceeded to use blackberry messenger (BBM) or short message service (SMS). Yankeiz.com built the marketing communication strategies to the closest people first. After the interest and trust of the closest people grow gradually, yankeiz.com can extend other marketing communication forms consumers that exist in social media with the help of the interest and trust that has been wake of the closest people. So, yankeiz.com can thrive and continue to grow.

Keyword : Marketing Communication Strategies, Social Media, Interest and Trust.