

ABSTRACT

IMPLEMENTATION OF PROMOTION STRATEGY IN AGRICULTURE SECTOR (Case Study at Organic Fertilizer Company of PT Anugerah Daya Sentosa)

**By
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This study aims to determine the implementation of promotional strategies and the effectiveness of promotional strategies undertaken by PT. ADS is seen from the farmers response after the promotion activities. This research uses descriptive method with qualitative approach. Based on the results of these studies obtained, the results that the advertising strategy of PT. ADS put up banners. In public relations strategy, PT. ADS holds meetings for company introduction, education and counseling. In sales promotion strategy, PT. ADS provides free samples and farmers' land trials. In personal selling strategy, PT. ADS has an agronomic team that markets products per region and accompanies farmers. In direct marketing strategy, PT. ADS has a product offer catalog that contains complete information about PT products. ADS. Based on the strategy, there are two effective strategies to make farmers buy organic fertilizer MM (action), while four other strategies are not effective in making consumers make purchases. However, the strategy is able to bring attention (attention), interest (interest), and the desire to buy (desire) of the product. After doing research, it is necessary deepening of personal selling promotion strategy that is on the assistance strategy to minimize the failure caused by mistake apply organic fertilizer MM.

Keywords: Promotion mix, AIDA purchase decision theory

ABSTRAK

PENERAPAN STRATEGI PROMOSI PADA SEKTOR PERTANIAN (Studi Kasus pada Perusahaan Pupuk Organik PT. Anugerah Daya Sentosa)

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Penelitian ini bertujuan untuk mengetahui penerapan strategi promosi dan efektivitas strategi promosi yang dilakukan PT. ADS dilihat dari respon petani setelah dilakukan kegiatan promosi. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Berdasarkan hasil penelitian tersebut diperoleh hasil bahwa pada strategi *advertising* PT. ADS memasang spanduk. Pada strategi *public relation*, PT. ADS mengadakan pertemuan untuk pengenalan perusahaan, edukasi dan penyuluhan. Pada strategi *sales promotion*, PT. ADS memberikan sampel gratis dan uji coba lahan milik petani. Pada strategi *personal selling*, PT. ADS memiliki tim agronomis yang memasarkan produk per daerah dan mendampingi petani. Pada strategi *direct marketing*, PT. ADS memiliki katalog penawaran produk yang berisi informasi lengkap mengenai produk PT. ADS. Berdasarkan strategi tersebut, terdapat dua strategi yang efektif membuat petani membeli pupuk organik MM (*action*), sedangkan empat strategi yang lain tidak efektif dalam membuat konsumen melakukan pembelian. Namun, strategi tersebut mampu memunculkan perhatian (*attention*), ketertarikan (*interest*), dan minat beli (*desire*) terhadap produk. Setelah dilakukan penelitian, diperlukan pendalaman pada strategi promosi *personal selling* yaitu pada strategi pendampingan untuk meminimalisir kegagalan yang terjadi akibat kesalahan mengaplikasikan pupuk organik MM.

Kata kunci: Bauran promosi, Teori keputusan pembelian *AIDA*