

ABSTRAK

STRATEGI KOMUNIKASI PEMASARAN STASIUN RADIO BERJARINGAN DI BANDARLAMPUNG DALAM MENDAPATKAN PENGIKLAN (Studi Pada Radio Berjaringan Sonora Lampung)

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Radio merupakan salah satu media massa konvensional yang masih bertahan hingga sekarang. Radio Sonora Lampung merupakan salah satu radio yang masih eksis dalam dunia penyiaran di era digital seperti saat ini. Tujuan penelitian ini adalah mengetahui bagaimana strategi komunikasi pemasaran Stasiun Radio Berjaringan Sonora Lampung dalam mendapatkan pengiklan di era digital. Penelitian ini menggunakan model bauran komunikasi pemasaran menurut Kotler dan Amstrong dengan 5 elemen yaitu; *advertising, sales promotion, public relations, personal selling, dan direct marketing*. Tipe penelitian, yaitu penelitian kualitatif dengan pendekatan deskriptif. Sumber data berupa sumber data primer dan sekunder. Teknik pengumpulan data dilakukan dengan observasi secara langsung dalam pelaksanaan strategi komunikasi pemasaran; wawancara dengan beberapa informan sebanyak 8 orang; dan dokumentasi hasil penelitian. Hasil penelitian menunjukkan bahwa Radio Sonora Lampung melakukan strategi komunikasi pemasaran meliputi strategi komunikasi pemasaran *advertising, sales promotion, public relations, personal selling, dan direct marketing*. Dari kelima strategi tersebut terdapat 2 strategi yang sering digunakan; yaitu strategi promosi penjualan dan penjualan personal. Kedua strategi ini mampu menarik minat pengiklan, terbukti dari pemasukan yang signifikan jika dibandingkan dengan strategi lainnya. Strategi promosi penjualan dilakukan dengan memberikan promosi dan bonus. Penjualan personal dapat membuat calon pengiklan merasa lebih nyaman dan puas dalam mendapatkan informasi yang lebih rinci terkait penawaran. Ketiga strategi lainnya digunakan oleh Radio Sonora Lampung hanya saja lebih jarang dari kedua strategi sebelumnya. Banyak faktor penyebab, seperti kurangnya SDM dan kapasitas pribadi dari para karyawan serta beberapa aturan yang diberikan oleh radio pusat jaringan.

Kata kunci: Iklan, Komunikasi pemasaran, Radio Sonora Lampung, Strategi

ABSTRACT

MARKETING COMMUNICATION STRATEGIES OF NETWORKED RADIO STATIONS IN BANDARLAMPUNG IN GETTING ADVERTISERS (Study on Sonora Lampung Networked Radio)

By
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Radio is one of the conventional mass media that still survives until now, but to maintain its existence. Radio Sonora Lampung is one of the radios that still exists in the world of radio broadcasting, even though in this digital era, which relies heavily on the internet. The purpose of this study was to find out how the Marketing Communication Strategy of the Sonora Lampung Networked Radio Station in getting advertisers in the digital era. This study uses the marketing communication mix model according to Kotler and Armstrong with 5 elements, namely; advertising, sales promotion, public relations, personal selling, and direct marketing. This type of research is a qualitative research with a descriptive approach. Sources of data in this study in the form of primary and secondary data sources. Data collection techniques were carried out by direct observation in the implementation of marketing communication strategies, interviews with several related informants as many as 8 people and documentation of research results. The results showed that Radio Sonora Lampung in getting advertisers used marketing communication strategies advertising, sales promotion, public relations, personal selling, and direct marketing. Based on these five strategies, there are 2 strategies that are most often used, namely marketing communication strategies, sales promotions and personal selling. Both of these strategies are able to attract advertisers as evidenced by their significant income when compared to other strategies. Sales promotion strategies are carried out by providing promotions and bonuses that most people like, and personal selling can make potential advertisers feel more comfortable meeting in person and satisfied in getting more detailed information related to offers. The other three strategies are still used by Radio Sonora Lampung, but not as often as the previous two strategies. Many factors cause it, such as the lack of human resources and personal capacity of the employees as well as some of the rules given by the central radio network.

Keywords: strategy, marketing communication, Radio Sonora Lampung