

**THE COMMUNICATION PATTERN OF SALES PROMOTION GIRLS (SPGs) IN  
MARKETING CIGARETTE PRODUCT IN LAMPUNG  
(A Study of SPG of Djarum Cigarette Company in Bandar Lampung and Kota Bumi)**

Diah Rizkia Astari / 0856031017  
Jurusan Ilmu Komunikasi  
Nenk\_diih13@yahoo.com

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**ABSTRACT**

*Sales promotion girls (SPGs) can be said as frontiers and communicators of a company in marketing products of Djarum Cigarette Company. SPGs' communication relationships to consumers are formed to attract consumers of what the cigarette company is offering. In this case SPGs serve as communicators and also become brand of that cigarette company. Based on this background, the problem in this research was how did the SPGs' communication process and SPGs' communication patterns in marketing cigarette products in Bandar Lampung and Kota Bumi. And has the objective to determine the SPGs' communication process and SPGs' communication patterns in marketing cigarette products in Bandar Lampung and Kota Bumi. This was a qualitative research. The research location was PT Djarum of Bandar Lampung and Kota Bumi branches.*

*The result showed that SPGs' communication patterns in marketing Djarum cigarette products in Bandar Lampung and Kota Bumi were by using nonverbal communication such as smiling to consumers while offering and showing cigarette products. From these phenomena, some communication patterns in marketing cigarette products by SPGs' were found; they were chain communication pattern, kite communication pattern, right triangle pattern, L communication pattern.*

*The researcher expects SPGs of Djarum cigarette in Bandar Lampung and Kota Bumi branches to be more creative and more persuasive in communicating to their consumers, and to strengthen their performances in achieving targets determined by Djarum Cigarette Company.*

**Keywords** : *Communication pattern, Djarum Cigarette SPGs, Lampung*