

ABSTRAK

Bara Risona Putra, 2016072006, Penerapan Strategi IMC Pada *Maddog Infected* Dalam Pemasaran Produk, Skripsi, Prodi Ilmu Komunikasi, Fakultas Sosial Humaniora dan Seni, Universitas Sahid Surakarta, 2023.

Tujuan dari penelitian untuk mengetahui penerapan strategi IMC (*Integrated Marketing Communication*) pada *Maddog Infected* dalam pemasaran produk. Penelitian ini merupakan penelitian deskriptif kualitatif. Objek dalam penelitian ini adalah *clothing brand* *Maddog Infected*. Teknik pengumpulan data dilakukan observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa *Maddog Infected* telah menerapkan 6 jenis strategi IMC, yaitu *advertising*, *sales promotion*, *personal selling*, *public relation*, *direct marketing*, dan *interactive marketing*. Adapun hasil analisis SWOT menunjukkan bahwa *Maddog Infected* memiliki *strength* pada penerapan *advertising* dan *sales promotion*, sedangkan *weakness* terdapat pada *personal selling* dan *direct marketing*. Hasil penelitian mengharapakan *Maddog Infected* mampu meningkatkan *personal selling* dan *direct marketing*, serta semakin mengembangkan *interactive marketing* dan mempertahankan *advertising*, *sales promotion* begitu pula dengan *public relation*.

Kata Kunci : *Integrated Marketing Communication*, pemasaran, *clothing brand*, SWOT.

ABSTRACT

BARA RISONA PUTRA, 2016072006, Application of the IMC (Integrated Marketing Communication) Strategy to Maddog Infected in Product Marketing, undergraduate thesis, Communication Studies Study Program, Faculty of Social Humanities and Arts, Sahid Surakarta University, 2023.

The study aims to determine the application of the IMC (Integrated Marketing Communication) strategy to Maddog Infected in product marketing. The research belongs to a qualitative descriptive study. The object is the clothing brand Maddog Infected. Data collection techniques are carried out through observation, interviews, and documentation. The results show that Maddog Infected had implemented 6 types of IMC strategies: advertising, sales promotion, personal selling, public relations, direct marketing, and interactive marketing. The SWOT analysis results show that Maddog Infected has strengths in applying for advertising and sales promotion, while its weaknesses are in personal selling and direct marketing. The results of the study expected that Maddog Infected would be able to increase personal selling and direct marketing, as well as further develop interactive marketing and maintain advertising, sales promotion as well as public relations.

Keywords: Integrated Marketing Communication, Marketing, Clothing Brand, SWOT.

