



UNIVERSITAS MERCU BUANA
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Judul : Komunikasi Eksternal *Program Consultant* dengan Klien dalam Upaya Meningkatkan Minat Klien Di PT. Direct Language Solutions (Direct English) Jakarta
Bibliografi :halaman,jurnal, buku

ABSTRAK

Direct English adalah kursus bahasa Inggris di bawah manajemen PT. Direct Language Solutions di Jakarta. Direct English, melalui Program Consultant, wajib melakukan aktivitas-aktivitas komunikasi eksternal untuk meningkatkan minat klien. Penelitian ini bertujuan untuk menganalisis komunikasi eksternal Program Consultant Direct English dengan klien serta upayanya untuk meningkatkan minat klien dan untuk menganalisis hambatan-hambatan dalam komunikasi eksternal dengan klien serta cara mengatasinya. Untuk mensukseskan komunikasi dengan publik eksternal, cara-cara tertentu dibutuhkan untuk menyampaikan pesan dengan benar sehingga akan mendapatkan respon dan *feedback* yang cemerlang. Untuk meningkatkan minat klien, selain komunikasi eksternal formal biasa, cara-cara *MPR (Marketing Public Relation)* dan *IMC (Integrated Marketing Communication)* diperlukan. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan datanya adalah wawancara mendalam. Penelitian ini menemukan bahwa komunikasi eksternal Program Consultant dengan klien dilakukan melalui dua jalur, yaitu komunikasi secara individual dan komunikasi publik. Cara-cara komunikasi Program Consultant untuk meningkatkan minat klien adalah menggunakan cara-cara MPR dan IMC, yaitu *talks, media identity, events, public relations and publicity, sales promo, personal selling, direct marketing, dan interactive marketing*. Strategi utama yang dilakukan oleh Direct English adalah melalui *customer education*, yang ditunjukkan dengan kegiatan Direct English dalam mengedukasi klien melalui *talks, social activities, seminar, dan workshop*.

Kata Kunci: komunikasi eksternal, Program Consultant, klien, MPR (Marketing Public Relations), IMC (Integrated Marketing Communication)



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Title : The External Communication of Program Consultants with Clients in Increasing Clients' Interest at PT. Direct Language Solutions (Direct English) Jakarta

Bibliografi :pages, journals, book references

ABSTRACT

Direct English is an English course under the management of PT. Direct Language Solutions in Jakarta. Direct English, through Program Consultant, must conduct external communication activities in order to increase clients interest. This research aims to analyze the external communication of Direct English Program Consultants with their clients as well as their efforts in raising their clients interest. In addition, this research also purports to analyze their obstacles in making communication with their clients. To succeed communication with external public, specific techniques are required in order to deliver the right message with the right response and the right feedback. To increase clients interest, other than common formal external communication, it is also required to apply some strategies within MPR (Marketing Public Relation) and IMC (Integrated Marketing Communication). This research uses qualitative approaches and case-study method. The data collection technique is in depth-interview. The research finding is that the external communication between Program Consultant and their clients are conducted in two paths, namely individual communication and public communication. To raise the clients interest, Program Consultants implements some strategies of MPR and IMC as follows: talks, media identity, events, public relations and publicity, sales promo, personal selling, direct marketing, and interactive marketing. The main strategy of Direct English is through customer education which is done by educating clients through talks, social activities, seminar, and workshop.

Keywords: external communication, Program Consultant, client, MPR (Marketing Public Relations), IMC (Integrated Marketing Communication)