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Aktivitas Bauran Promosi Unit Usaha Syariah PT Bank Permata Tbk
 (Studi Deskriptif Kualitatif Eksekusi *co-Branding* dan *Sponsorship* Permata Bank Syariah dengan PERSIB 2017-2018)
 Jumlah halaman: xiii + 88 halaman + 49 lampiran
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ABSTRAK

Persaingan pemasaran di industri perbankan yang semakin ultrakompetitif, menjadi *trigger* bagi Unit Usaha Syariah PT Bank Permata Tbk (PermataBank Syariah) untuk berpromosi dengan cara yang belum pernah dilakukan sebelumnya yaitu melakukan inisiatif *sport sponsorship* kepada klub sepakbola PERSIB.

Penelitian ini dilakukan untuk mengetahui aktivitas bauran promosi PermataBank Syariah dalam melakukan *co-branding & sponsorship* yang diharapkan akan meningkatkan *awareness* Bobotoh pada *brand* PermataSyariah hingga melakukan *action* memanfaatkan produk & layanan PermataBank Syariah. Menggunakan Teori Komunikasi Pemasaran dari Philip Kotler dan menggunakan Teori Keseimbangan dari Fritz Heider, Penelitian menggunakan pendekatan kualitatif dengan format deskriptif kualitatif.

Hasil penelitian membahas eksekusi *co-branding & sponsorship* yang dijalankan oleh PermataBank Syariah, mulai tahap perencanaan, implementasi hingga evaluasi program. Dengan demikian Peneliti mampu memperoleh gambaran deskriptif mengenai aktivitas bauran promosi PermataBank Syariah dalam melakukan *co-branding & sponsorship* yang diharapkan meningkatkan *awareness* Bobotoh terhadap *brand* PermataSyariah dan melakukan *action* untuk memanfaatkan produk dan layanan PermataBank Syariah.

Aktivitas *co-branding* dalam bauran promosi yang diimplementasikan oleh PermataBank Syariah dan PERSIB cukup efektif mendapatkan *awareness* Bobotoh dan menghasilkan akuisisi rekening baru. Sedangkan aktivitas *sponsorship* yang dilakukan oleh PermataBank Syariah terbukti mendukung PermataBank Syariah memperoleh *marketing publicity* dan dapat mengakses potensi komersial PERSIB untuk dieksplorasi dan dioptimalkan.

Kata kunci : PermataBank Syariah, PERSIB, Bobotoh, *co-branding*, *sponsorship*, bauran promosi, *awareness*.



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Promotion Mix Activities of Sharia Business Unit - PT Bank Permata Tbk
 (Qualitative Descriptive Study of co-Branding and Sponsorship Execution
 PermataBank Sharia with PERSIB 2017-2018)

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ABSTRACT

The increasingly ultracompetitive marketing competition in the banking industry has become a trigger for the Sharia Business Unit of PT Bank Permata Tbk (PermataBank Sharia) to promote in a way that has never been done before, namely to conduct sport sponsorship initiatives for the PERSIB football club.

This research was conducted to determine the promotional mix activities of PermataBank Sharia in conducting co-branding & sponsorship which is expected to increase Bobotoh's awareness of PermataSharia's brand and to utilizing PermataBank Sharia products & services. Using Marketing Communication Theory from Philip Kotler and the Balance Theory from Fritz Heider, the research used a qualitative approach with qualitative descriptive format.

The results of the study discussed the co-branding and sponsorship execution run by PermataBank Sharia, starting from the planning, implementation and program evaluation stages. Thus, the researcher was able to obtain a descriptive description of the promotional activities of PermataBank Sharia in conducting co-branding & sponsorship which is expected to increase Bobotoh's awareness of PermataSharia's brand and to utilize PermataBank Sharia products and services.

Co-branding activities in the promotional mix implemented by PermataBank Sharia and PERSIB are effective enough to gain Bobotoh awareness and result in the acquisition of new accounts. While sponsorship activities carried out by PermataBank Sharia are proven to support PermataBank Sharia in obtaining marketing publicity and can access PERSIB's commercial potential to be exploited and optimized.

Keywords: PermataBank Sharia, PERSIB, Bobotoh, co-branding, sponsorship, promotion mix, awareness.