

ABSTRAK

Dalam dunia bisnis, strategi komunikasi pemasaran sangat berperan dalam hal pemasaran karena strategi komunikasi merupakan hal yang sangat penting di dalam dunia pemasaran untuk melakukan sekumpulan pilihan kritis untuk perencanaan dan penerapan serangkaian rencana tindakan dan alokasi sumber daya yang penting dalam mencapai tujuan dasar dan sasaran. Setiap perusahaan memiliki ciri khas strategi komunikasi pemasaran yang dijalankan, salah satunya PT Nestle produk Bear Brand yang menjalankan strategi komunikasi pemasaran pada covid-19 dalam mempertahankan produk dipasar serta pemanfaatan peluang pada masa covid-19. Oleh karena itu strategi komunikasi pemasaran merupakan aspek penting dalam mempertahankan Bear Brand dipasar.

Penelitian ini bertujuan untuk memahami strategi komunikasi pemasaran yang digunakan oleh PT Nestle dalam memasarkan produk susu Bear Brand.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif kualitatif. Teknik pengumpulan data yang digunakan melalui wawancara mendalam dan studi kepustakaan. Wawancara dilakukan terhadap key informan dan informan yang memiliki wewenang dalam strategi komunikasi pemasaran produk Bear Brand.

Hasil penelitian ini menunjukkan bahwa strategi komunikasi pemasaran yang dimiliki Nestle di masa covid-19 produk Bear Brand sudah sesuai dengan rencana yang telah ditentukan. Strategi komunikasi pemasaran yang dilakukan Bear Brand meliputi Marketing Mix 4P *product, price, place, promotion* dengan lima elemen promosi melalui *advertising, personal selling, sales promotion, public relation, direct marketing* serta menggunakan media promosi new media dan metode *Above the line and Below the line*. Dari hasil pengolahan data disarankan kepada PT Nestle dalam memasarkan produk Bear Brand harus dapat inovasi baru yang kreatif dalam memasarkan produk Bear Brand melalui berbagai media dan sarana agar dapat mempertahankan konsumen produk Bear Brand.

Kata kunci : Strategi komunikasi pemasaran Nestle dimasa covid-19 produk Bear Brand

ABSTRACT

In the business world, marketing communication strategy is very important in terms of marketing because communication strategy is very important in the world of marketing to make a set of critical choices for planning and implementing a series of action plans and allocation of resources that are important in achieving basic goals and objectives. Each company has a distinctive marketing communication strategy that is carried out, one of which is PT Nestle, a Bear Brand product, which carries out a marketing communication strategy on COVID-19 in maintaining products on the market and taking advantage of opportunities during the Covid-19 period. Therefore, marketing communication strategy is an important aspect in maintaining Bear Brand in the market.

This study aims to understand the marketing communication strategy used by PT Nestle in marketing Bear Brand dairy products.

This study uses a qualitative approach with a qualitative descriptive method. The data collection technique used was through in-depth interviews and literature study. Interviews were conducted on key informants and informants who have authority in the marketing communication strategy of Bear Brand products.

The results of this study indicate that Nestle's marketing communication strategy during the Covid-19 period of Bear Brand products was in accordance with the predetermined plan. The marketing communication strategy carried out by Bear Brand includes the Marketing Mix 4P product, price, place, promotion with five promotional elements through advertising, personal selling, sales promotion, public relations, direct marketing as well as using new media promotions and methods Above the line and Below the line. From the results of data processing, it is suggested that PT Nestle in marketing Bear Brand products must be able to create new creative innovations in marketing Bear Brand products through various media and means in order to retain Bear Brand consumers.

Keywords: Nestle marketing communication strategy during covid-19 Bear Brand product