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(Studi Kasus Pada Iklan Luar Ruang Iphone 6)

ABSTRAK

Penelitian ini bertujuan untuk melihat strategi komunikasi pemasaran *smartphone* Apple yang akan dilihat studi kasus pada iklan luar ruang iPhone 6. Melalui bentuk iklan yang telah dirancang sedemikian rupa dalam memasarkan produk terbarunya, iPhone 6, Apple ingin menegaskan bahwa dirinya bukan follower melainkan leader dalam kelasnya. Penelitian ini memperlihatkan bahwa bentuk strategi kreatif pesan pada iklan iPhone 6 dalam memanfaatkan positioning yang dimiliki Apple. Apple tidak lagi menampilkan bentuk fisik *smartphone* secara utuh akan tetapi hanya berorientasi pada hasil jepretan kamera belakang iPhone 6 yang merupakan keunggulan dari ponsel pintar tersebut.

Kata kunci : *strategi komunikasi pemasaran, positioning, teori strategi pesan iklan, iklan, iPhone 6, media luar ruang*



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Title : *Marketing Communication Strategy of Marketing Smartphone Apple (Case Study for iPhone 6 Billboard)*

ABSTRACT

The purpose of this study is to see of the creative message behind Apple's smartphone marketing communications strategy, which will be seen through case study method in iPhone 6 billboard. Through a formulized advertisement to sell its new product, iPhone 6, Apple would like to emphasize that it is not a follower but a leader in its class. This study shows that there has been a shift in the way Apple markets its product. The shift of positioning iPhone 6 advertisement took place when Apple no longer includes its name in advertising, but just put a small logo at the bottom of the ads on the left if the ads shaped in landscape position, and put the logo above if the ads shaped portrait position. In addition to its advertisement, Apple is no longer showing the physical form of its smartphone but only oriented towards the camera shots behind the iPhone 6, which is the pinnacle of this smartphone.

Keywords: marketing communication strategy, positioning, message creative strategy, advertisement, iPhone 6, billboard