

ANALISA KEGIATAN PROMOSI SINERGI CELL DI PLAZA JAMBU DUA, KOTA BOGOR TAHUN 2020 (Studi Kasus Pelaksanaan Program Promosi Sinergi Cell di Plaza Jambu Dua)

ABSTRAK

Perkembangan internet yang sangat pesat membuat industri telekomunikasi di Indonesia tumbuh subur dalam beberapa tahun terakhir ini. Tidak hanya perusahaan-perusahaan besar produsen smartphone dan operator telekomunikasi yang menikmatinya, tapi juga pengusaha kecil penjual eceran ponsel pintar atau smartphone serta pedagang-pedagang kecil lainnya yang berhubungan dengannya baik secara langsung maupun tidak. Hal ini terbukti dari semakin menjamurnya para pedagang smartphone khususnya di pusat perbelanjaan hingga pinggir jalan serta toko gerai hp dari vendor resmi seperti Samsung, Apple, Vivo, Oppo dan lainnya.

Tujuan dilakukan penelitian ini yaitu untuk menganalisa aktifitas kegiatan Promosi yang diterapkan oleh Sinergi Cell di masa Pandemi Covid-19 sehingga kegiatan di toko yang berlokasi di Plaza Jambu Dua, Kota Bogor bisa tetap aktif dalam masa PSBB. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Metode yang digunakan adalah studi kasus dengan melakukan observasi, wawancara dan dokumentasi. Setelah itu data dianalisis menggunakan teknik analisis interaktif Miles dan Huberman Punch.

Hasil penelitian menunjukkan bahwa Aktivitas Promosi yang dilakukan Sinergi Cell selama masa pandemi mencakup iklan, promosi penjualan, humas dan publisitas berupa kerjasama dengan media, penjualan pribadi serta strategi pengembangan produk dan layanan. Sedangkan strategi promosi dengan menggunakan event dan kerjasama komunitas belum dilakukan oleh Sinergi Cell. Pada kegiatan Promosi, Sinergi Cell menjalankannya secara online dengan memanfaatkan media sosial dan marketplace diantaranya Instagram, Tiktok, Pricebook.com, Whatsapp, Shopee, Tokopedia, Lazada, dan Blibli. Pada kegiatan promosi penjualan, Sinergi Cell menggunakan berbagai bentuk promosi penjualan diantaranya layanan COD (cash on delivery), pengantaran kurir, hingga cicilan 0% dengan menjalankan strategi komunikasi secara rutin dengan pelanggan. Pada kegiatan penjualan pribadi, Sinergi Cell menggunakan bentuk penjualan secara langsung kepada pelanggan dan melalui media online, berupa metode penjualan hard selling dan soft selling. Selain itu, Sinergi Cell juga telah berupaya mengembangkan produk layanannya selama masa pandemi berupa layanan COD (cash on delivery) dan pengantaran kurir langsung. Sayangnya Sinergi Cell selama masa pandemi tidak memiliki strategi inovasi harga untuk menarik perhatian banyak konsumen, serta belum adanya kegiatan event yang diadakan dan disponsori, serta jaringan kerjasama dengan beberapa komunitas maupun media massa untuk membantu mempromosikan produknya.

Kata Kunci: Promosi, Sinergi Cell, Pandemi Covid-19



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ANALYSIS OF SINERGI CELL PROMOTION ACTIVITIES AT PLAZA JAMBU DUA, BOGOR CITY IN 2020 (A Case Study of the Implementation of the Sinergi Cell Promotion Program at Plaza Jambu Dua)

ABSTRACT

The rapid development of the internet has made the telecommunications industry in Indonesia thrive in recent years. Not only big companies producing smartphones and telecommunications operators enjoy it, but also small business retailers selling smart phones or smartphones and other small traders who are directly or indirectly related to them. This is evident from the proliferation of smartphone traders, especially in shopping centers to roadside and cellphone outlet stores from official vendors such as Samsung, Apple, Vivo, Oppo and others.

The purpose of this research is to analyze the promotion activities implemented by Sinergi Cell during the Covid-19 Pandemic so that activities in stores located at Plaza Jambu Dua, Bogor City can remain active during the PSBB period. This research use descriptive qualitative approach. The method used is a case study by conducting observations, interviews and documentation. After that, the data were analyzed using the Miles and Huberman interactive analysis technique.

The results showed that the promotion activities carried out by Sinergi Cell during the pandemic included advertising, sales promotion, public relations and publicity in the form of collaboration with the media, personal selling and product and service development strategies. Meanwhile, the promotion strategy using events and community collaboration has not been carried out by Sinergi Cell. In advertising activities, Sinergi Cell runs it online by utilizing social media and marketplaces including Instagram, Tiktok, Pricebook.com, Whatsapp, Shopee, Tokopedia, Lazada, and Blibli. In sales promotion activities, Sinergi Cell uses various forms of sales promotion including COD (cash on delivery), courier delivery, up to 0% installments by implementing regular communication strategies with customers. In personal selling activities, Sinergi Cell uses direct sales to customers and through online media, in the form of hard selling and soft selling methods. In addition, Sinergi Cell has also tried to develop its service products during the pandemic in the form of COD (cash on delivery) services and direct courier delivery. Unfortunately, Sinergi Cell during the pandemic did not have a price innovation strategy to attract the attention of many consumers, and there were no organized and sponsored events, as well as collaboration networks with several communities and mass media to help promote their products.

Keywords: Promotion, Sinergi Cell, Covid-19 Pandemic