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Peran Komunikasi Pemasaran dalam Program Customer Journey Tokopedia di Masa Pandemi Tahun 2020-2021

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ABSTRAK

Penelitian ini bertujuan untuk mengelaborasi atau mengetahui lebih dalam perjalanan pelanggan Tokopedia mulai dari pengenalan pelanggan terhadap produk sampai menjadi pelanggan yang loyal melalui customer journey Tokopedia di masa pandemi melalui tahapan customer journey dari Bright Vassel yang terdiri dari Awareness, Consideration, Acquisition, Service, Loyalty dan 4C dari Robert F. Lauterborn yang terdiri dari Customer (Customer needs-Consumer Solution-Consumer Value), Cost, Convenience dan juga Communication.

Penelitian ini menggunakan metode kualitatif deskriptif dengan paradigma penelitian post-positivisme, subyek penelitian dilakukan pada 5 narasumber yang merupakan konsumen dari Tokopedia dan termasuk Mahasiswa dan Mahasiswi Universitas Mercu Buana. Teknik pengumpulan data dilakukan dengan wawancara dan studi dokumentasi, dan teknik analisis datanya menggunakan teori dari Miles dan Huberman (2018) dengan cara kondensasi data, penyajian data, dan penarikan kesimpulan.

Hasil dari penelitian ini ditemukan bahwa dalam peran marketing komunikasi, ada banyak media yang digunakan oleh Tokopedia untuk berinteraksi dengan pelanggannya, tapi media online seperti sosial media merupakan salah satu media yang paling sering digunakan oleh Tokopedia, selain itu karena adanya interaksi antara pelanggan dan Tokopedia, (seperti melalui layanan pelanggan yang cepat tanggap) membuat pelanggan bisa menjadi loyal. Dan mengenai tantangan yang didapatkan adalah karena semakin gencarnya kompetitor melakukan promosi, pilihan tetap ada di tangan pelanggan dan maka dari itu, dari customer journey Tokopedia ditemukan bahwa cara mengatasinya melalui aplikasi yang lebih mudah digunakan, kepercayaan, brand ambassador yang sesuai dengan target pasar, juga tingkat kepercayaan terhadap Tokopedia yang sangat melekat.

Kata Kunci : marketing communication, customer journey, pandemi



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The Role of Marketing Communication through the Tokopedia Customer Journey Program in the 2020-2021 Pandemic Periode

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ABSTRACT

This study aims to elaborate or find out more about Tokopedia's customer journey, starting from introducing customers to products to becoming loyal customers through Tokopedia's customer journey during the pandemic through the customer journey stages from Bright Vassel which consist of Awareness, Consideration, Acquisition, Service, Loyalty and 4C from Robert F. Lauterborn which consists of Customer (Customer needs-Consumer Solution-Consumer Value), Cost, Convenience and also Communication.

This study uses a descriptive qualitative method with a post-positivism research paradigm, the research subjects were conducted on 5 sources who are consumers of Tokopedia and include students and students of the University of Mercu Buana. Data collection techniques were carried out by interviews and documentation studies, and the data analysis techniques used the theory of Miles and Huberman (2018) by condensing data, presenting data, and drawing conclusions.

The results of this study found that in the role of marketing communication, there are many media used by Tokopedia to interact with its customers, but online media such as social media is one of the most frequently used media by Tokopedia, in addition to the interaction between customers and Tokopedia, (such as through responsive customer service) makes customers loyal. And regarding the challenges that are obtained, because competitors are increasingly promoting, the choice remains in the hands of customers and therefore, from Tokopedia's customer journey, it was found that the way to overcome them was through applications that were easier to use, trust, brand ambassadors that matched the target market, as well as a very inherent level of trust in Tokopedia.

Keyword : Customer Journey, Marketing Communication, Pandemic