



UNIVERSITAS MERCU BUANA

PROGRAM PASCASARJANA

PROGRAM STUDI MAGISTER ILMU KOMUNIKASI

ABSTRAK

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Judul : Strategi Komunikasi Pemasaran Bisnis Jasa Pengiriman Barang
(*Analisis Kampanye Roadshow Mandiri Sejahtera Sdn-Bhd Malaysia*)

(5 bab, 200 halaman, Bibliografi 43 buku, 12 Jurnal ilmiah, 5 Internet, 24 Gambar, 12 Tabel, 2 Diagram)

Tingginya jumlah Tenaga Kerja Indonesia (TKI) yang bekerja di Malaysia mempengaruhi tingginya konsumsi para TKI dalam pengiriman barang dari Malaysia ke Indonesia. Peluang pasar yang besar ini memunculkan persaingan antar perusahaan jasa kargo di Malaysia. Berbagai realitas kegetiran, kebanggaan dan adanya jaringan komunitas antar sebagian TKI serta hubungan emosional diantara mereka secara tidak langsung menjadi kekuatan tersendiri ikut berkontribusi pada peluang pasar tersebut. Penelitian ini dilakukan untuk mengetahui strategi komunikasi pemasaran yang dilakukan Mandiri Sejahtera Sdn-Bhd (MS Cargo) bagi para simpul, tokoh atau jaringan TKI yang dijadikan sebagai agen penjualan jasa guna mendorong target peningkatan pemasaran. Melalui metode penelitian kualitatif dengan pendekatan studi kasus ini, penulis menganalisis unsur bauran pemasaran jasa 7P (product, price, place, promotion, people, process, physical evidence) pada MS Cargo. kemudian menganalisis Marketing Communication Mix yang digunakan MS Cargo melalui kegiatan Marketing Public Relations dalam bentuk Kampanye Roadshow pada tahun 2012 bagi target sasarannya di beberapa negara bagian Malaysia. Hasil penelitian ini menunjukkan bahwa program kampanye roadshow selain memberikan dampak pada peningkatan penjualan jasa perusahaan melalui agen dari para TKI tersebut, juga menemukan adanya simbiosis mutualisme atau manfaat bersama yang didapat antara pihak perusahaan, para agen (TKI) dan pihak pemerintah RI (KBRI atau KJRI). Manfaat bersama dalam semangat usaha dan rasa kebangsaan yang diwujudkan dalam bentuk loyalitas, budaya kerja; etos kerja dan semangat kemandirian para agen.

Kata Kunci: *Strategi, Marketing Communication Mix, Kampanye Roadshow.*



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ABSTRACT

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Title : Marketing Communication Strategy in Freight Business (*Roadshow Campaign Analysis of Mandiri Sejahtera Sdn-Bhd Malaysia*)

(5 Chapter, 200 pages, Bibliografi 43 books, 12 Scientific Journal ,5 Internet, 24 Images, 12 Tables, 2 Diagrams)

The high number of Indonesian Migrant Workers (TKI) in Malaysia contribute to the high consumption of the workers in the shipment of goods from Malaysia to Indonesia. This is a huge market opportunity impact to competition between freight services company in Malaysia. The various reality of bitterness issues, pride and the strength existence of community network among the majority of migrant workers as well as the emotional connection between them indirectly into its own power to contribute of the market opportunities. This study was conducted to know the marketing communication strategy undertaken by Mandiri Sejahtera Sdn-Bhd (MS Cargo) for the network node or figures in the network workers who become sales agent services in order to encourage a target of marketing. Through qualitative research methods with case study approach, the author analyzed the elements of marketing mix 7P (product, price, place, promotion, people, process, physical evidence) in MS Cargo. Then analyze Marketing Communication Mix used by MS Cargo through the Marketing Public Relations activities in the form of Roadshow Campaign in 2012 for its targets in various states of Malaysia. The results of this study indicate that the Roadshow Campaign in addition an impact on increasing sales of the company's services through the agency of the workers, also found a symbiotic mutualism or mutual needs obtained between the company, the agents (TKI) and the government of Indonesia (Embassy or KJRI). Mutual needs or benefits together in a spirit of effort and a sense of nationhood that realized in the form of loyalty, work culture; work ethic and the spirit of independence of sales agent.

Keywords: *Strategy, Marketing Communication Mix, Roadshow Campaign.*