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STRATEGI KOMUNIKASI PEMASARAN *BUSINESS-TO-BUSINESS* CUMITECH *LED LIGHTING* PERIODE 2014
Bibliografi: 20 Buku (1996-2013)

ABSTRAKSI

Penerapan strategi komunikasi pemasaran yang baik pada pasar *business-tobusiness*, perlu dilakukan, karena meliputi aspek perencanaan, pelaksanaan dan evaluasi, dalam *B2B* hubungan antara penjual dan pembeli lebih personal karena produk yang di tawarkan biasanya dilakukan *customization* sesuai dengan kebutuhan konsumen. Penelitian ini dilakukan pada Cumitech dimana perusahaan ini menerapkan komunikasi pemasaran *B2B* dalam memperkenalkan produknya yaitu lampu *LED Lighting*.

Penelitian ini menggunakan tipe penelitian studikasus dengan pendekatan kualitatif, dan teknik pengumpulan data yang dilakukan adalah wawancara mendalam dengan nara sumber yang telah ditentukan, observasi serta studi kepustakaan

Hasil penelitian menunjukkan bahwa penerapan strategi komunikasi pemasaran *B2B* oleh Cumitech pada pelaksanaan program komunikasi pemasarannya perusahaan menggunakan *promotion mix* berupa iklan (media digital), *personal seling(team marketing)*, *sales promotion(penyuluhan lampu hemat energy)* dan *direct marketing(e-mail, sms promosi)*.

Kata Kunci : *Strategi Komunikasi Pemasaran, Analisis SWOT, Segmenting, Targeting, Positioning, Promotion Mix. Business to Business*

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ABSTRACT

Application of good marketing communication strategy on market-tobusiness business, needs to be done, because it includes aspects of planning, implementation and evaluation, in a B2B relationship between seller and buyer is more personal because the products on offer customization is usually done in accordance with the needs of consumers. This research was conducted at Cumitech where the company is implementing B2B marketing communications in introducing products that lights LED Lighting.

This study uses the type CASE STUDY research with qualitative approaches, and techniques of data collection is done in-depth interviews with resource persons who have been determined, the observation and study of literature

The results showed that the application of B2B marketing communications strategy by Cumitech on the implementation of company marketing communications program using promotion mix in the form of advertising (digital media), personal selling (team marketing), sales promotion (extension of energy-saving lamps) and direct marketing (e-mail, sms promotion).

Keywords: *Marketing Communication Strategy, SWOT Analysis, Segmenting, Targeting, Positioning, Promotion Mix. Business to Business.*