

## ABSTRAK

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Skripsi : Aktivitas Promosi Konvensional *Indonesian Professional Speakers Association (IPSA)* Dalam Mendapatkan *Klien*  
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Di era digital yang terus berkembang secara rapid dan masif, banyak perusahaan modern bertransisi ke strategi pemasaran *online* untuk meningkatkan visibilitas mereka. Namun, tak dapat dipungkiri bahwa implementasi promosi konvensional ternyata masih memiliki peran krusial dalam mencapai kesuksesan bisnis. Promosi konvensional seperti iklan televisi, radio, dan cetak masih mampu menjangkau audiens yang luas. Disamping itu, berbagai pameran, *inhouse training*, *courses* dan sebagainya masih turut mewarnai strategi pemasaran kontemporer. *Indonesian Professional Speakers Association (IPSA)* merupakan organisasi yang berdiri sejak 9 Desember 2015 sebagai salah satu perusahaan yang masih mengandalkan penggunaan promosi konvensional dan dianggap cukup berhasil dalam memperoleh *client* dan *closing contract*. Permasalahan IPSA adalah bagaimana organisasi ini dapat terus meningkatkan strategi pemasaran yang dijalankan selama ini di era disruptif teknologi.

Teori yang dipergunakan dalam mengkaji penelitian ini adalah komunikasi pemasaran, bauran pemasaran, strategi komunikasi pemasaran, dan promosi. Penelitian ini menggunakan metode kualitatif deskriptif dengan paradigma *post positivisme*. Adapun teknik analisis data yang dipergunakan adalah analisis Interaktif Miles dan Huberman dengan sumber data internal dan eksternal. Data dikumpulkan melalui *in-depth interview*, observasi dan studi pustakan. Validasi data dalam penelitian ini menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa IPSA telah berhasil mengimplementasikan aktivitas promosi konvensional dalam mendapatkan klien serta menerapkan konsep bauran pemasaran (*marketing mix*) 7P dengan 4 (empat) indikator promosi yaitu *sales promotion*, *public relation and publicity*, *personal selling*, dan *word of mouth* serta menjalankan strategi komunikasi pemasaran yaitu *segmentation*, *targeting*, *differentiation* dan *positioning*.

Adapun hambatan dan tantangan yang dihadapi oleh IPSA pertama yaitu berupa keterbatasan finansial menghambat kemampuan perusahaan untuk melakukan inovasi dalam strategi promosi dan menjadi hambatan untuk dapat menyesuaikan diri dengan perubahan tren pasar ataupun teknologi. Kedua, adaptasi terhadap perubahan perilaku konsumen.

**Kata Kunci:** Komunikasi Pemasaran, Bauran Pemasaran, Bauran Promosi, Strategi Komunikasi Pemasaran, Promosi Konvensional.

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In the digital era that continues to develop rapidly and massively, many modern companies are transitioning to online marketing strategies to increase their visibility. However, it cannot be denied that the implementation of conventional promotions still has a crucial role in achieving business success such as television, radio and print advertisements are still able to reach a wide audience. Apart from that, various exhibitions, in-house training, courses and so on still color contemporary marketing strategies. The Indonesian Professional Speakers Association (IPSA) is an organization that was founded on December 9 2015 as one of the companies that still relies on the use of conventional promotions and is considered quite successful in obtaining clients and closing contracts. IPSA's problem is how this organization can continue to improve the marketing strategies it has implemented so far in this era of disruptive technology.

The theories used in studying this research are marketing communication, marketing mix, marketing communication strategy, and promotion. This research uses descriptive qualitative methods with a post positivism paradigm. The data analysis technique used is Miles and Huberman Interactive Analysis with internal and external data sources. Data was collected through in-depth interviews, observation and library research. Data validation in this research uses source triangulation.

The research shows that IPSA has successfully implemented conventional promotional activities in getting clients and implemented the 7P marketing mix concept with 4 (four) promotional indicators, namely sales promotion, public relations and publicity, personal selling, and word of mouth as well as implementing marketing communication strategies, namely segmentation, targeting, differentiation and positioning.

As for the implementation of conventional promotions, IPSA has obstacle and challenge, first in the form of budget limitations both in promotional campaigns, namely choosing promotional media that are more affordable and limitations in carrying out promotions continuously or at a limited frequency. Second, adaptation to changes in consumer behavior. Financial limitations hinder the company's ability to innovate in promotional strategies and become an obstacle to adapting to changes in market trends or technology.

**Keywords:** Marketing Communication, Marketing Mix, Promotion Mix, Marketing Communication Strategy, Conventional Promotion.