

# STRATEGI MARKETING KEDAI TAMAN DIMASA PANDEMI BERDASARKAN IMC (*INTEGRATED MARKETING COMMUNICATION*)

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## ABSTRAK

Penelitian ini bertujuan untuk mengeksplor strategi marketing di kedai taman selama masa pandemi berdasarkan IMC (*Integrated Marketing Communication*) dan kedelapan komponennya, *advertising, sales promotion, events and experience, PR (public relation) and publicity, direct marketing, interactive marketing, personal selling, and word of mouth*. Metode penelitian yang digunakan adalah fenomenologi kualitatif yang didasari oleh adanya fenomena covid-19 atau corona yang menyebabkan adanya pandemi dengan melakukan observasi dan wawancara mendalam dengan informan utama serta melakukan triangulasi teknik pengumpulan data untuk mencari kebasahan dengan ahli atau pengamat serta pelanggan. Dalam penelitian ini hasil yang didapatkan adalah IMC yang diterapkan kedai taman beberapa hal telah dilakukan akan tetapi terlepas dari kedelapan komponen IMC, kedai taman lebih banyak memberikan *experience* kepada para pelanggannya, sedangkan untuk temuannya mereka diuntungkan oleh lokasi yang strategis dan kereligiusan pemiliknya membuat hal yang dilakukan secara tanpa sadar adalah sebuah strategi marketing.

**Kata kunci** : *Covid-19, Integrated Marketing Communication (IMC) dan kedelapan komponennya.*

# **KEDAI TAMAN MARKETING STRATEGY DURING PANDEMIC BASED ON IMC (*INTEGRATED MARKETING COMMUNICATION*)**

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## **ABSTRACT**

*This study aims to explore marketing strategies at kedai taman during the pandemic based on IMC (integrated marketing communication) and eight components, advertising, sales promotion, events and experience, PR (public relation) and publicity, direct marketing, interactive marketing, personal selling, and word of mouth. The research method used is qualitative phenomenology which is based on the covid-19 or corona phenomenon that causes a pandemic by conducting in depth observations and interviews with key informants and triangulating data collection techniques to seek validity with experts or observers and customers. In this study, the results obtained were that the IMC applied by the kedai taman had been carried out several things, but apart from the eight components of IMC, the kedai taman provided more experience to its costumers, while the findings were that they benefit from the strategic location and the religiousness of the owner making things done in an ethical manner, unconsciously is a marketing strategy.*

**Keyword** : Covid-19, IMC (integrated marketing communication) and eight components.