

STRATEGI PROMOSI PRIORITY BANKING OFFICIER PADA BANK TABUNGAN NEGARA KANTOR CABANG DEPOK

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ABSTRAK

Bank umum ialah bank yang melakukan aktivitas pelayanan bank seperti lalu lintas pembayaran berdasarkan prosedur dan aturan yang sudah ditetapkan sebelumnya, dalam hal ini, bank konvensional merupakan bank yang melakukan kegiatan secara komersial secara luas. Bank Tabungan Negara (BTN) adalah salah satu bank milik pemerintah Indonesia. Bank ini didirikan pada 1897 dan merupakan bank tabungan pertama di Indonesia. Priority Banking adalah sebuah layanan perbankan eksklusif yang ditawarkan kepada nasabah yang memiliki nilai kekayaan yang tinggi atau kriteria tertentu yang ditetapkan oleh bank. Priority Banking Officer (PBO) adalah seseorang pegawai yang bertugas sebagai Personal Banker, Financial advisor dan marketing officer atas pelayanan produk kepada nasabah. Priority Layanan ini memberikan akses ke berbagai produk dan layanan perbankan yang lebih unggul serta pelayanan yang personal dan terjamin. Promosi merupakan kegiatan terpenting yang berperan aktif dalam memperkenalkan, memberitahukan, dan mengingatkan kembali manfaat suatu produk agar mendorong konsumen untuk membeli produk yang di promosikan. Strategi promosi yang digunakan pada priority banking officer yaitu strategi promosi pemasaran langsung yang menggunakan media promosi yaitu Media Lini Bawah (Below The Line) terdiri atas seluruh media seperti Direct Gift, Gathering, Flyer program, Marketing Kits, dan memiliki strategi khusus untuk menarik para nasabahnya yaitu cara Customer Is Our Family, Upgrade Data, Referral, Priority Gathering.

Kata Kunci: strategi promosi, Bank Tabungan Negara, Bank Prioritas, PBO, Bilow The Line
Promotion strategies through the Priority Banking Officer (PBO) at Bank Tabungan Negara Depok Branch

PROMOTION STRATEGY PRIORITY BANKING OFFICER OF BANK TABUNGAN NEGARA DEPOK BRANCH

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ABSTRACT

commercial bank is a bank that conducts banking activities such as payment transactions based on established procedures and rules. In this case, conventional banks are banks that engage in extensive commercial activities. Bank Tabungan Negara (BTN) is one of the government-owned banks in Indonesia. It was established in 1897 and is the first savings bank in Indonesia. Priority Banking is an exclusive banking service offered to customers who have high net worth or meet specific criteria set by the bank. A Priority Banking Officer (PBO) is an employee who serves as a personal banker, financial advisor, and marketing officer for providing products to Priority Banking customers. This service provides access to superior banking products and services, as well as personalized and guaranteed service. Promotion is a crucial activity that actively plays a role in introducing, informing, and reminding consumers about the benefits of a product to encourage them to make a purchase. The promotion strategy used by Priority Banking Officers is direct marketing promotion strategy that utilizes Below The Line media, including various media such as direct gifts, gatherings, flyer programs, marketing kits, and they have special strategies to attract their customers, such as the Customer Is Our Family approach, data upgrades, referrals, and priority gatherings.

Keywords: *Promotion strategy, Bank Tabungan Negara, Priority Bank, PBO, Below The Line.*