

STRATEGI PROMOSI PT. INDOSAT MEGA MEDIA MELALUI PRODUK “GIG BY INDOSAT FTTH (FIBER TO THE HOME)” DALAM MENINGKATKAN JUMLAH KONSUMEN

(SURVEI WAWANCARA APARTEMEN KALIBATA CITY
JAKARTA SELATAN)

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Abstrak

Latar belakang skripsi ini membahas tentang promosi PT. Indosat Mega Media melalui produk GIG by Indosat FTTH (*Fiber to The Home*) dalam meningkatkan jumlah konsumen, karena produk GIG fiber to the home yang merupakan produk terbaru dari Indosat masih terbilang baru maka harus dilakukan promosi untuk meningkatkan jumlah konsumen. **Tujuan penelitian** untuk memperoleh strategi mempromosikan produk GIG by Indosat dalam meningkatkan jumlah konsumennya. **Definisi konsep** dalam penelitian ini adalah strategi, promosi, bauran promosi dan konsumen. **Metedologi penelitian** pada penelitian ini menggunakan metode kualitatif yang bersifat deskriptif dengan menganalisis data dari hasil wawancara dan observasi. **Hasil penelitian** ini berdasarkan wawancara terhadap *key informan* dan *informan* maka hasil yang diperoleh dalam meningkatkan jumlah konsumen GIG melalui strategi promosi. Media beriklan GIG antara lain media lini bawah dan media luar ruang yaitu brosur, leaflet, *roll banner* juga menggunakan media digital seperti sosial media *facebook* dan *twitter*. *Personal selling* yang dilakukan oleh GIG yaitu menawarkan secara langsung pada calon konsumen di apartemen-apartemen. Promosi penjualan GIG yaitu adanya kepuasan ekstra dengan *google drive* dan *chromecast* 50GB. **Kesimpulan** penelitian ini adalah strategi promosi yang dilakukan PT. Indosat Mega Media dalam meningkatkan jumlah konsumen GIG yaitu melalui periklanan, personal selling, promosi penjualan dan hubungan masyarakat.

Kata kunci: Strategi Promosi, *Fiber Internet* dan GIG.

**STRATEGY OF PROMOTION PT INDOSAT MEGA MEDIA
THROUGH THE PRODUCTS "GIG BY INDOSAT FTTH
(FIBER TO THE HOME)" INCREASE IN THE NUMBER OF
CUSTOMERS
(INTERVIEW SURVEY APARTMENTS KALIBATA CITY
SOUTH JAKARTA)**

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Abstract

The background of this thesis discusses the sale of PT. Indosat Mega Media via product "GIG by Indosat FTTH (Fiber to The Home) in increasing the number of consumers, for products GIG fiber to the home which is the latest product of Indosat is still relatively new then it should be done to increase the number of consumer promotions. The research objective to obtain strategies promoting GIG products by Indosat in increasing the number of its consumers. The definition of the concept in this research is the strategy, promotion, promotional mix and consumers. Metedologi research in this study using descriptive qualitative method by analyzing data from interviews and observations, key informant in this study is Hadyani Ismareti as Manager Marketing Communication & Digital Media GIG GIG and three consumers as informants. The results of this study is based on interviews with key informants and informant the results obtained in increasing the number of consumers GIG through promotional strategies. Media advertising GIG among others, the bottom line media and outdoor media, namely brochures, leaflets, banners roll also use digital media such as facebook and twitter social media. Personal selling is done by GIG which offers directly to potential consumers in apartments. GIG sales promotion that is the extra satisfaction with google drive and 50GB chromecast. GIG do a form of public relations in order to improve the company's image. one of them is the event that made GIG is a festive occasion with family. It is concluded that promotional strategies conducted by PT. Indosat Mega Media in increasing the number of consumers GIG is through advertising, personal selling, sales promotion and public relations. GIG advice in the field of home fiber internet advertising is expected to expand and develop GIG TVC advertising through various media does not just outdoor advertising media only.

Keyword : Strategy promotion, Fiber Internet and GIG.