

ABSTRACT

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The Concentration Of Advertising

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Promotional strategy Java Wood & Steel period 2016-2017

The year 2017 Thesis, 103 pages

References: 17 books + 2 internet source

The purpose of this research was to describe the promotional strategies of the JavaWood & Steel in marketing wood based furniture products and steel. Research method used in qualitative research is a descriptive approach which exposes or describe the promotion strategies undertaken by Java Wood & Steel during the year 2016 until 2017. Method of data collection through interviews with informants and study the documentation. Data analysis techniques using models from Miles and Huberman that consist of four components of the first data collection, reduction of data, display data, conclusion.

The results showed that the Java Wood & Steel doing promotion strategies using the method of Pull Strategy, this was done to build the company's positioning in the community. Then promotion strategies undertaken by Java Wood & Steel during the years 2016-2017 through eight steps starting from the determination of segmentation and targeting, then proceed with determining the goals and design the message. The next step is choose communication channels namely media outdoor billboards, videotron, then follow JIFFINA furniture exhibition. After that the Java Wood & Steel set total budget for the communication with a view to financial income earned each year. Next to decide what kind of marketing communications, namely advertising, personal selling, and direct marketing. Then Java Wood & Steel have not been able to measure the results of the communication undertaken due to lack of human resources. The last step is performed by the Java Wood & Steel that is set up so that the integrated marketing communication process through annual meeting.

Keywords: Mix Promotion, Java Wood & Steel, Furniture