

ABSTRAK

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Aktivitas Integrated Marketing Communication Honda dalam Meningkatkan Penjualan Sepeda Motor Honda CB 150R Street Fire pada Event Honda Dream Cup 2016 “PT. Astra International Tbk. Honda Yogyakarta Region Office

Tahun Skripsi : 2017 + 122 halaman + 22 Halaman Lampiran + 16 gambar

Daftar Pustaka : 19 buku + 3 penelitian terdahulu + 6 jurnal + 4 internet

Persaingan industri otomotif sepeda motor di Indonesia semakin ketat, sehingga menuntut perusahaan untuk memiliki strategi dalam meningkatkan angka penjualannya. Melalui tujuan dari penelitian ini ialah untuk mendeskripsikan *integrated marketing communication* PT. Astra International Tbk. Honda Yogyakarta Region Office dalam meningkatkan penjualan sepeda motor honda CB 150R *Street Fire* pada *event* Honda *Dream Cup*. Dalam penelitian ini, peneliti menggunakan metode deskriptif dengan pendekatan kualitatif yang merupakan prosedur pemecahan masalah yang diselidiki dengan menggambarkan keadaan objek penelitian berdasarkan fakta-fakta yang ada. Metode penggunaan data yang dilakukan melalui wawancara dan dokumentasi. Berdasarkan hasil penelitian dapat dilihat bahwa aktivitas *Integrated Marketing Communication* yang dilakukan berdampak langsung terhadap penjualan CB 150R *Street Fire*, hal tersebut dapat dilihat dari hasil penjualan yang diperoleh melebihi angka target yang telah ditetapkan. Aktivitas *Integrated Marketing Communication* Honda dalam meningkatkan penjualan sepeda motor Honda CB 150R *Street Fire* pada *Event* Honda *Dream Cup* 2016 adaah dengan mengkombinasikan berbagai elemen bauran promosi yaitu melalui *advertising*, *salles promotion*, *PR*, *personal selling* untuk mencapai tujuan yang diharapkan.

Kata kunci : *Event, Integrated Marketing Communication (IMC)*, Bauran Promosi, Peningkatan Penjualan

ABSTRACT

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Integrated Marketing Communication Honda Activities in Increasing Sales of Honda CB 150R Street Fire Motorcycle on Honda Dream Cup Event 2016 “PT. Astra International Tbk. Honda Yogyakarta Region Office”.

Script Year : 2017 + 122 pages + 22 attachment page + 16 pictures

Daftar Pustaka : 19 book + 3 previous research + 6 jurnal + 4 internet sources

The competition of the motorcycle industry in Indonesia is getting tighter so that it demands the company to have a strategy in getting its sales. Through the purpose of research is to describe integrated marketing communication PT. Astra International Tbk. Yogyakarta Region Office in increasing sales of Honda motorcycles CB 150R Street Fire at Honda Dream Cup event. In the research, the research uses descriptive method with qualitative approach which is the problem solving procedure that is investigated by describing the state of the research object based on the facts. Methods of data usage conducted through interviews and communication. Based on the results of research can be seen that the integrated marketing communication activities conducted have a direct impact on sales CB 150R Street Fire, it can be seen from the sales results exceeded the number of targets that have been determined integrated marketing communication activity Honda in increasing sales of Honda CB 150R Street Fire motorcycle on event Honda Dream Cup 2016 is by combining various elements of the promotion mix through advertising, sales promotion, PR, personal selling. To achieve the expected objectives.

Keywords : Event, Integrated Marketing Communication (IMC), Promotion Mix, Increase in Sales.