

ABSTRACT

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Marketing Communication Strategy of Radar Jogja in Maintaining the 2016 Turnover

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This study tries to analyze the marketing communication strategy of Radar Jogja in maintaining their turnover. Radar Jogja is known as a local daily newspaper in Yogyakarta.

The theory framework of this research is marketing communication in order to analyze the marketing communication strategy of Radar Jogja. This research uses descriptive qualitative research method. The source data comes from interviews and documentation. The interview is conducted with three informants.

The results show that marketing communication becomes the important factor in maintaining the turnover of Radar Jogja. Marketing communication activities undertaken include sales promotion, event and experience, and advertising. Sales promotions are made to increase sales turnover through discount programs, merchandise, and incentives for the newsagent partners. While the event and experience are done to maintain the relationship with the customer. And the advertising is done to support the success of promotional activities.

Keywords: Marketing Communication, Turnover, Radar Jogja.