

ABSTRAK

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Strategi *Integrated Marketing Communication* Bimbingan Belajar *Youth Educational Centre* dalam Meningkatkan Jumlah Peserta Didik

Tahun Skripsi: 2016 + 126 Halaman + 15 Lampiran + 13 Gambar

Daftar Kepustakaan: 16 Buku + 1 Sumber Internet + 3 Skripsi

Persaingan industri jasa dalam bidang pendidikan di kota Yogyakarta saat ini semakin ketat, sehingga menuntut setiap perusahaan untuk memiliki strategi dalam meningkatkan jumlah peserta didik masing-masing. Melalui penelitian ini peneliti berusaha menggambarkan dan menganalisa tentang pelaksanaan strategi *integrated marketing communication* di bimbingan belajar *Youth Educational Centre* dan bagaimana dalam meningkatkan jumlah peserta didik. Dalam penelitian skripsi 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 pengumpulan data yang dilakukan melalui wawancara dan dokumentasi. Berdasarkan hasil penelitian dapat dilihat bahwa pelaksanaan strategi *integrated marketing communication* sudah berjalan dengan cukup baik, hal tersebut dapat dilihat dari semakin meningkatnya jumlah peserta didik bimbingan belajar *Youth Educational Centre*. Strategi *integrated marketing communication* bimbingan belajar *Youth Educational Centre* dalam meningkatkan jumlah peserta didik adalah dengan menjalankan komunikasi pemasaran dengan mengkombinasikan berbagai bauran promosi melalui media *online* dan media *offline*, menerapkan sistem komunikasi pemasaran *soft selling* dengan lebih banyak membagikan informasi-informasi yang dapat memotivasi para peserta didik, dan bermitra dengan beberapa cafe di kota Yogyakarta guna meningkatkan kenyamanan belajar untuk para peserta didik.

Kata Kunci : Strategi, *Soft Selling*, Media *Online*.

ABSTRACT

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Integrated Marketing Communication Strategy Youth Educational Learning Centre in Increasing Number of Students

Thesis Year: 2016 + 126 Pages + 15 Attachment + 13 Images

Literature list: 16 Books + 1 Internet Source + 3 Thesis

Now days, competition in services industry in of education in Yogyakarta is getting tougher, it makes every company should have their own strategy to increase the number of students. Through this research, researcher try to describe and analyze about the implementation of integrated marketing communication strategy in Youth Educational Learning Centre and how they are increasing the number of their students. By using descriptive method, researcher also conducts a qualitative approach which means a troubleshooting procedures that investigated by describing the state of the object of research based on the facts. Interview and documentation choosed as the method of collecting data. Based on the result of this research, we can see that the implementation of integrated marketing communication strategy has been running quite well, it can be seen from the increasing number of students in Youth Educational Learning Centre. The integrated marketing communication strategy of Youth Educational Learning Centre to increase the number of students is about to run marketing communications by combining a variety of mix campaigns through the online and offline media, introduced a soft selling system of marketing communications with also adding more informations to share to motivate the students and collaborate with some cafes in Yogyakarta in order to increase the students comfort.

Key Words: Strategy, Soft Selling, Online Media.