

ABSTRACT

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

SOCIAL AND POLITICAL SCIENCE FACULTY

COMMUNICATION DEPARTMENT

CONCENTRATION ADVERTISING

M. Faisal Hibatullah

20100530054

The Promotion Strategy of Marinyanyi.com in Increasing the Brand Awareness toward Parents and Kindergarten Teacher in Yogyakarta 2012-2013

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Marinyanyi.com is a community which focusing on social movement. This social movement is done through producing the children's songs and those are spreaded in Internet and can be downloaded for free. In one decade, Indonesia got a crisis on children's songs. The children's songs did not spread anymore, and there is no child artist who sings the children's songs. From those cases, the community of Marinyanyi.com is established. There are several the promotion activities which were done by Marinyanyi.com, are musical holiday, let's teach, the children mini concert, and share the CD. After many promotion activities which has been established by Marinyanyi.com, whether the society awareness especially parents and kindergarten teacher in Yogyakarta is high ?. Because of that, the researcher try to describe the promotion strategies which have been done by Marinyanyi.com and to know the level of brand awareness of Marinyanyi.com toward parents and kindergarten teacher in Yogyakarta. The resercher used three theoritical framework, are the promotion strategy, assimilation campaign, and build the brand awareness.

The reserch method which is used by the reseacher are descriptive research and analysis data quantitatively. The research location is in Yogyakarta and Solo. The researcher met resource in different places. In collecting the data, the researcher used interview to the certain parts of Marinyanyi.com, they are the founder, the creative team, the Public relations team, and the director of social media. In order to support this research is also equipped with the documentation. The result of this research represented that the promotion strategies of Marinyanyi.com during 2012-2013 and to know how the brand awareness of Marinyanyi toward parents and kindergarten teacher.

ABSTRAK

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

JURUSAN ILMU KOMUNIKASI

KONSENTRASI ADVERTISING

M. Faisal Hibatullah

20100530054

Strategi Promosi Marinyai.com Dalam Meningkatkan Brand Awareness Terhadap Orang tua dan Guru Taman Kanak Kota Yogyakarta 2012-2013

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Marinyai.com merupakan sebuah komunitas yang bergerak dalam bentuk gerakan sosial dimana gerakan yang dilakukan adalah memproduksi lagu-lagu anak dan disebar luaskan di Internet dan dapat di unduh secara gratis. Dalam satu dekade ini Indonesia sangat krisis lagu anak-anak tidak ada lagi lagu anak yang beredar dan tidak ada lagi artis anak yang bernyanyi lagu anak dari masalah ini terbentuklah sebuah komunitas Marinyai.com aktivitas promosi yang dilakukan Marinyai.com beraneka ragam dari liburan musikal , ayo mengajar , mini konser anak dan berbagi CD setelah banyak aktivitas promosi yang dibuat Marinyai.com apakah awareness masyarakat terutama orang tua dan guru taman kanan di kota Yogyakarta tinggi ? Oleh karena itu , peneliti berusaha mendeskripsikan strategi promosi yang dilakukan Marinyai dan mengetahui tingkat brand awareness dari Marinyai.com terhadap orang tua dan guru TK di Yogyakarta. Kerangka teori yang digunakan dalam penelitian ini, antara lain strategi promosi, bauran promosi dan membangun kesadaran merek (brand awareness).

Metode penelitian yang digunakan adalah penelitian deskriptif dan data analisis secara kualitatif. Lokasi penelitian ada di Yogyakarta dan Solo peneliti bertemu narasumber ditempat yang berbeda. Dalam pengumpulan data yang diperlukan dalam penelitian ini menggunakan wawancara kepada founder Marinyai , tim Creative Marinyai , tim Public Relations Marinyai dan Sosial Media Director Marinyai serta dilengkapi dengan dokumentasi yang mendukung penelitian. Hasil penelitian ini menunjukkan bahwa menunjukkan strategi promosi Marinyai selama 2012-2013 dan mengetahui bagaimana brand awareness Marinyai di kalangan orang tua dan guru taman kanak.