

ABSTRAK

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PERAN SALES PROMOTION PROGRAM-FITUR PLUS FRIEND KAKAO TALK DALAM MEMPOPULERKAN PENGGUNAAN APLIKASI KAKAO TALK

(xv + 74 halaman: 4 gambar; 1 tabel; 18lampiran)

Kata kunci : *Sales Promotion*, Fitur Plus Friend, Penggunaan Aplikasi Kakao Talk

Pada zaman sekarang ini arus informasi dan arus komunikasi semakin meningkat. Dari fenomena ini muncul banyak aplikasi layanan pesan instan yang berbondong-bondong menawarkan berbagai macam fitur untuk mempopulerkan dan menjadikan aplikasi tersebut nomor satu

Dari sekian banyak aplikasi layanan pesan instan, Kakao Talk tampil dengan cukup berbeda untuk mempopulerkan aplikasinya. Kakao Talk membuat sebuah fitur bernama “*Sales Promotion Program- Fitur Plus Friend*”. Fitur Plus Friend Kakao Talk adalah sebuah fitur yang dibuat Kakao Talk dengan memberikan berbagai macam kupon, diskon, *merchandise*, dan berbagai informasi untuk pengguna Kakao Talk yang menambahkan teman “Plus Friend” di dalam aplikasinya.

Untuk mengetahui seberapa populer aplikasi Kakao Talk setelah adanya fitur Plus Friend, maka dilakukan penelitian mengenai peran *sales promotion* fitur Plus Friend dalam mempopulerkan penggunaan Kakao Talk. Penelitian dilakukan dengan pendekatan kualitatif. Pengumpulan data dilakukan dengan wawancara mendalam kepada satu *key informant* dari Kakao Talk dan enam pengguna Kakao Talk sebagai *informant*.

Dari hasil penelitian, diketahui bahwa faktor fitur Plus Friend sangat berperan besar dalam mempopulerkan penggunaan Kakao Talk dengan berbagai macam manfaat serta keuntungan yang ditawarkan

Referensi: 33 (1993-2014).

ABSTRACT

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THE ROLE OF PLUS FRIEND FEATURE AS A SALES PROMOTION OF KAKAO TALK IN ORDER TO MAKE THE USE OF KAKAO TALK APPLICATION BECOME MORE POPULAR

(xv + 74 pages : 4 pictures; 1 tables; and 18 attachments)

Key word: Sales Promotion, Plus Friend Feature, The Use of Kakao Talk Application

At this era, flow of information and communication have been increasing . From these phenomenon, we can see in todays era that there are a lot of instant messaging service who offer us a lot of features that makes them popular and turns them to be the number one instant messaging application.

From many application of instant messaging service, Kakao Talk seems to use a different way to make their application more popular. Kakao Talk has successfully made a feature called “Plus Friend Feature as a Sales Promotion Program”. Plus Friend Feature of Kakaos Talk is a feature that made by Kakao Talk that give a various kind of coupons, discounts, merchandises, and other informations for the Kakao Talk user who added “Plus Friend” in their application.

The research about the role of Plus Friend feature in order to make the use of Kakao Talk Application become more popular is to know how popular is the Kakao Talk application after they established the Plus Friend feature. This research is made with a qualitative approach. The process of gathering the data is using a deep interview process with one key informant from the Kakao Talk and six users of Kakao Talk as the informant.

From the result of this research, it proves that the role of Plus Friend feature is so big in order to make the use of Kakao Talk application become more poular by giving the users of Kakao Talk a lot of benefit.

References: 33 (1993-2014)