

ABSTRAK

Eva Talia Ham (01041170057)

***SOCIAL MEDIA MARKETING* MEREK BEN SHERMAN PADA PT. MITRA ADI PERKASA**

(xii + 103 halaman: 31 gambar. 11 lampiran)

Kata kunci : Media Sosial, Merek, Pemasaran, Social Media Marketing

Gaya hidup manusia modern yang konsumtif, memicu masyarakat untuk melakukan transaksi atas dasar keinginan. Contohnya saat berbelanja pakaian, sering kali orang membeli pakaian bukan karena kebutuhan melainkan keinginan terlebih ketika ada promosi dari suatu merek. PT. Mitra Adi Perkasa memanfaatkan fenomena ini untuk memasarkan merek-mereknya. Dengan segala pertimbangan, aktivitas pemasaran dilakukan melalui media sosial karena dianggap memiliki dampak yang lebih besar serta biaya yang lebih kecil dibanding media tradisional.

Hal ini dilakukan pada salah satu merek *fashion* pria yaitu Ben Sherman khususnya di Instagram. Penerapan pemasaran media sosial dilakukan Ben Sherman dengan mengimplementasikan perencanaan strategis yang sudah dibuat dengan objektif tertentu. Beberapa diantaranya untuk menginformasikan promosi, meningkatkan penjualan serta membangun hubungan dengan pelanggan.

Setelah melakukan pelaksanaan magang, berdasarkan pengamatan pemegang dapat menyimpulkan bahwa aktivitas pemasaran media sosial Ben Sherman dilakukan secara teratur dan rinci, namun masih ada masalah pada jumlah followers.

Referensi: 24 (2005-2020)

ABSTRACT

Eva Talia Ham (01041170057)

SOCIAL MEDIA MARKETING BRAND BEN SHERMAN AT PT. MITRA ADI PERKASA

(xii + 103 pages: 31 pictures; 11 appendices)

Keywords: Social media marketing, Brand, Marketing

The consumptive lifestyle of modern humans triggers people to make transactions based on their desires. For example, shopping for clothes, people often buy clothes not because of their need but desire, especially when there is a promotion from a brand. PT. Mitra Adi Perkasa takes advantage of this phenomenon to market its brands. With all considerations, marketing activities are carried out through social media because they are considered to have a greater impact and lower costs than traditional media.

It's also done by one of the men's fashion brands, namely Ben Sherman, especially on Instagram. The application of social media marketing is carried out by Ben Sherman by implementing strategic planning that has been made with certain objectives. Some of them are to inform promotions, increase sales and build relationships with customers.

After doing the internship, based on the intern's observations, it can be concluded that Ben Sherman's social media marketing activities are carried out regularly and in detail, but there are still problems with the number of followers.

References: 25 (2005-2019)