

ABSTRAK

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IMPLEMENTASI BAURAN KOMUNIKASI PEMASARAN PLATARAN BOROBUDUR DALAM MEMPERTAHANKAN MINAT BELI PELANGGAN DIMASA *NEW NORMAL*

(xiv + 73 halaman: 14 gambar; 5 tabel; 4 lampiran)

Pandemi Covid 19 memberikan dampak yang signifikan terhadap bisnis pariwisata di Indonesia, khususnya bisnis perhotelan. Banyak hotel yang tidak dapat bertahan dimasa pandemi karena terbatasnya kegiatan pariwisata. Untuk dapat bertahan dimasa new normal diperlukan penyesuaian komunikasi pemasaran yang tepat guna, konsisten, dan berkelanjutan demi meningkatkan kembali minat beli pelanggan.

Dalam penelitian ini penulis menggunakan metode deskriptif dengan pendekatan kualitatif. Untuk mengumpulkan data yang diperlukan penulis menggunakan teknik wawancara mendalam, observasi, studi kepustakaan, dan studi dokumentasi. Data-data yang diperlukan kemudian dikumpulkan dan diuji keabsahannya menggunakan triangulasi data sebelum akhirnya dianalisis.

Hasil penelitian menunjukkan bahwa dalam upaya mempertahankan minat beli pelanggan di masa *new normal*, Plataran Borobudur lebih menekankan pada penggunaan pemasaran *electronic word of mouth* dan promosi penjualan sebagai penerapan bauran komunikasi pemasaran. Namun demikian Plataran Borobudur juga tetap menggunakan iklan dan penjualan langsung dalam usahanya mempertahankan minat beli pelanggan. Adapun saran dari hasil penelitian ini adalah agar Plataran Borobudur dapat mempertahankan dan mengembangkan penggunaan media sosial lain sebagai sarana meningkatkan minat beli pelanggan dimasa *new normal* dan agar peneliti selanjutnya dapat melakukan penelitian sejenis dimasa pasca pandemi serta penelitian kuantitatif mengenai pengaruh dari komunikasi pemasaran terhadap minat beli pelanggan.

Kata Kunci: Komunikasi Pemasaran, Strategi Pemasaran, Minat Beli Pelanggan

Referensi: 36 (1975-2020)

ABSTRACT

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THE IMPLEMENTATION OF PLATARAN BOROBUDUR'S MARKETING COMMUNICATION MIX IN MAINTAINING CUSTOMER'S BUYING INTEREST IN "NEW NORMAL"

(xiv + 73 pages: 14 pictures; 5 tables; 4 attachments)

The Covid 19 pandemic has a significant impact on the tourism business in Indonesia, especially the hospitality business. Many hotels did not survive the pandemic due to limited tourism activities. To be able to survive in the new normal era, it is necessary to adjust marketing communications strategies that are effective, consistent, and sustainable in order to increase customer buying interest.

The method that is used in this research is descriptive method with qualitative approach. To collect the necessary data, the author used in-depth interview, observation, literature study, and documentation study. The required data are then collected and tested for their validity using data triangulation before finally being analyzed.

The results showed that in an effort to maintain customer buying interest in the new normal period, Plataran Borobudur emphasizes the use of word of mouth marketing and sales promotion as the application of the marketing communication mix. However, Plataran Borobudur also continues to use advertising and direct selling as an effort to maintain customer buying interest. The suggestions from the results of this study are that Plataran Borobudur can maintain and develop the use of other social media in order to improve customer buying interest in the new normal period, and so that further researchers can carry out similar research in the post-pandemic period as well as quantitative research on the effect of marketing communications on customer buying interest.

Key Words: Marketing Communication, Marketing Strategy, Customer Buying Interest

References: 36 (1975-2020)