

ABSTRAK

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STRATEGI KAMPANYE SUPER SEPTEMBER UNTUK MEMPERKENALKAN *E-COMMERCE* MATAHARIMALL.COM

(xii+ 86 halaman: 23 gambar; 26 lampiran)

Kata Kunci: Kampanye, Super September, MatahariMall.com

Pertumbuhan teknologi yang semakin pesat memotivasi setiap manusia untuk berinovasi. Saat ini, didukung dengan teknologi, penjual dan pembeli tidak harus bertatap muka dalam melakukan kegiatan jual beli. Melalui *e-commerce*, pembeli dapat melihat produk serta pembayaran secara *online* dan menunggu barang diantar. Didampingi dengan pertumbuhan teknologi, dunia bisnis di Indonesia juga semakin berkembang, banyak yang telah mencoba untuk melakukan bisnis di bidang *e-commerce*, namun tidak semuanya berhasil. Sedangkan MatahariMall.com, dalam awal bulan peluncurannya telah mendapat banyak perhatian dari publik melalui kampanye Super September. Untuk itulah, diperlukan penelitian untuk mengetahui bagaimana MatahariMall.com mengimplementasikan kampanye Super September sehingga mencapai keberhasilan dalam menarik perhatian publik.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode penelitian studi kasus. Pengumpulan data penelitian dilakukan dengan data primer, yaitu wawancara dan observasi non-partisipan, serta sekunder berupa studi kepustakaan dan dokumentasi. Wawancara dilakukan kepada Head of Communication & Partnership MatahariMall.com.

Hasil penelitian menunjukkan bahwa dalam mengimplementasikan kampanye, MatahariMall.com selalu melakukan survei terlebih dahulu sehingga program dapat disesuaikan dengan keinginan masyarakat Indonesia. Selain itu, MatahariMall.com melakukan publikasi yang cukup intens sehingga mendapat respons positif dari publik.

Referensi: 48 (1991-2016)

ABSTRACT

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CAMPAIGN STRATEGY OF INTRODUCING MATAHARIMALL.COM E-COMMERCE

(xii + 86 pages: 23 pictures; 26 attachments)

Keywords: Campaign, Super September, MatahariMall.com

Rapid technology growth has motivate people to make an innovation. In the current period, supported with technology, buyer and seller are not required to meet in person to conduct transaction. By e-commerce, buyer is able to see the products and make payments via online and wait for it to be delivered. In sync with technology growth, business sector in Indonesia has developed as well. Many has tried to apply e-commerce in their business, however not everyone succeeded. MatahariMall.com on the other hand, has grabbed public attention with its campaign, Super September earlier on its launching month. For that reason, a research is needed to understand how MatahariMall.com implement Super September campaign and gain its success to grab public attention.

This research uses the qualitative descriptive approach with the case study method. Data collection is carried out through interviews and non-participant observation as sources of primary data, literature and documents study as sources of secondary data. The interview was conducted to the Head of Communication & Partnership of MatahariMall.com.

Research data has shown that in conducting its campaign, MatahariMall.com has always done survey in advance so that the program can be adapted with society demand. Moreover, MatahariMall.com has done enough intense publication to achieve positive response from public.

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