

ABSTRAK

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ANALISIS PROMOSI MALL SENAYAN CITY DALAM *EVENT MIDNIGHT SHOPPING “AROUND THE CLOCK 24+1 OVER SHOPPING”* MELALUI PENDEKATAN MODEL AIDA

(CXXVIII + 129 halaman: 11 gambar; 11 tabel; 71 lampiran)

Kata kunci: Promosi, Periklanan, Public Relations, Publikasi, model AIDA.

Keberhasilan *Event Midnight Shopping Around the Clock 24+1 Over Shopping* 2016 yang diselenggarakan Mall Senayan City membuat peneliti tertarik melakukan penelitian ini. Seiring dengan menjamurnya mall-mall di Jakarta, Mall Senayan City menghadapi banyak persaingan, membuat manajemen mall perlu mengembangkan strategi-strategi promosi yang tepat.

Keberhasilan event salah satunya tidak lepas dari promosi yang dilakukan. Oleh sebab itu peneliti tertarik untuk menganalisis promosi berupa iklan, Public Relations dan publikasi yang telah dilaksanakan menggunakan pendekatan model AIDA.

Penelitian ini merupakan penelitian kualitatif dengan metode studi kasus deskriptif. Pengumpulan data dilakukan dengan metode wawancara mendalam terhadap tiga kategori sampel yaitu manajemen mall, perwakilan tenant dan perwakilan pengunjung. Analisis data dilakukan dengan menggunakan prosedur analisis data kualitatif oleh Miles dan Huberman.

Hasil penelitian menunjukkan bahwa promosi melalui iklan, Public Relations dan publikasi yang dilakukan Senayan City memiliki efek positif pada target khalayak. Yaitu sampai memasuki tahapan *attention, interest, desire* dan sampai pada tahap *action* yaitu datang dan membeli dalam event ini.

Referensi: 52 (1994-2016)

ABSTRACT

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ANALYSIS OF SENAYAN CITY MALL'S EVENT MIDNIGHT SHOPPING "AROUND THE CLOCK 24+1 OVER SHOPPING" THROUGH AIDA MODEL APPROACH

(CXXVIII + 129 pages: 11 pictures; 11 tables; 71 attachments)

Keywords: Promotion, Advertising, Public Relations, Publication, AIDA model.

The success of Senayan City Mall's event: Midnight Shopping Around the Clock 24 + 1 2016 Over Shopping has attracted the attention of researchers. Along with the proliferation of malls in Jakarta, Senayan City Mall face a lot of competition, making the mall management obligated to develop the right promotional strategies.

The success of the event cannot be separated from the promotional campaign carried out. Therefore this study was conducted to analyze how is the form of promotional advertising, public relations and publications that Mall Senayan City have been performed using AIDA model approach.

This research used a qualitative approach with descriptive case study method. The data collection is done by in-depth interviews of the three categories samples, Senayan City's management, tenant representatives and representatives of visitors. Data analysis was conducted using qualitative data analysis procedures by Miles and Huberman.

The results showed that promotional campaign through advertising, public relations and publications done by Senayan City Mall has a positive effect to the target audience. Audiences pay attention, interest and desire about this event from this and reached the stage of action, which is participating in this event.

References: 52 (1994-2016)