

ABSTRAK

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PENERAPAN PROMOTION MIX YANG DILAKUKAN OLEH GO PROPERTY DI PANTAI INDAH KAPUK

(xv + 74 Halaman: 7 Gambar; 20 Lampiran)

Kata Kunci: *Promotion Mix*

Indeks properti hunian primer di Jakarta tercatat melonjak hingga 184% dalam dua tahun terakhir. Prospek ini menyebabkan bisnis properti menjadi sangat menjanjikan dan diminati. Banyak sekali peluang yang dilihat maka dibangunlah agensi properti yang menangani proses penjualan, pembelian dan penyewaan properti, salah satunya yaitu Go Property.

Go Property merupakan agensi pertama dari PT.Era Data Propertindo, karena masih baru Go Property melakukan berbagai strategi untuk mempromosikan produk yang dimilikinya sehingga dapat mempersuasi client untuk melakukan pembelian. Selama kegiatan magang berlangsung, Penulis terlibat langsung dalam kegiatan pemasaran khususnya dalam bagian promosi yang berfokus pada aktifitas *personal selling, advertising, sales promotion, publicity dan direct marketing*.

Penulis menyimpulkan bahwa promotion mix merupakan salah satu hal penting untuk melakukan sebuah pemasaran, disini Go Property menjalankan promotional mix dan melakukan komunikasi dua arah dengan konsumen untuk menggali informasi lebih banyak tentang keinginan konsumen. Saran dari penulis adalah agar Go Properti lebih memperluas target marketnya karena saat ini hanya mefokuskan pada satu wilayah yaitu pantai indah kapuk dan diharapkan agar kedepannya banyak membuka cabang agar lebih dikenal oleh masyarakat luas. Selain itu juga diperlukan pembangunan sikap proaktif dalam melayani dan mengupayakan terjadinya relasi jangka panjang dengan klien.

Referensi: 12 (2000 – 2013)

ABSTRACT

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(xv + 74 Pages : 7 Pictures ; 20 Appendices)

Keyword: Promotion Mix, Persuasive Communication

Index of primary residential property in Jakarta recorded an impressive surge by 184% in the last two years. This leads to the business prospects of the property to be very promising and attractive to buyers. There are many promising opportunities to be seen in the current property market, which is why there are many agencies built specifically to accommodate the buying, selling, and renting process of properties in Jakarta. One of which of those agencies is called Go Property.

Go Property is PT. Era Data Propertindo first agency. Due to their early stages of operation, Go Property still relies heavily in their many promotion strategies to promote their products, in an effort to persuade potential customers into buying, or renting their property. In the process of the internship, the participant is responsible directly with promotion and marketing, focusing highly on activities involving *personal selling, advertising, sales promotion, publicity, and direct marketing*.

The Intern concluded that a strong promotional mix is one of the key factors in achieving a good marketing. Here in Go Property, we strongly implement promotion mix and as well as using two-way communication in an effort to better understand the needs and desires of the customer. The advice given to Go Property by the Intern is that Go Property should widen the range of their target market, mainly because the current target market is only fixed on one location, which is Pantai Indah Kapuk. Furthermore, it is important that Go Property quickly branch out to different locations so that the general public will recognize the brand quickly and broaden their target market. Thirdly, it is very important to develop a proactive stance in serving and seeking the long-term relationships with clients.

Reference : 12 (2000-2013)