

DAFTAR ISI

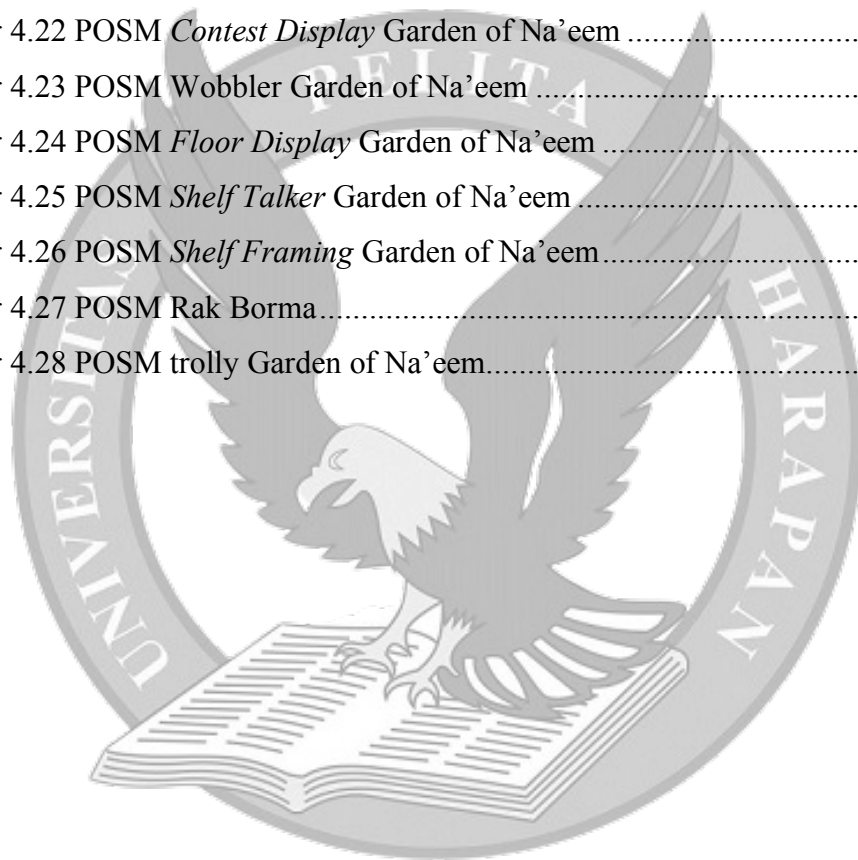
HALAMAN JUDUL	i
PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR	vii
DAFTAR ISI	ix
DAFTAR GAMBAR	xi
DAFTAR LAMPIRAN	xiii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Masalah	1
1.2 Tujuan Magang	6
1.3 Ruang Lingkup dan Batasan	7
1.4 Lokasi dan Waktu Magang	7
BAB II TINJAUAN PUSTAKA	9
2.1 Komunikasi	9
2.1.1 Model Komunikasi	9
2.1.2 Fungsi Komunikasi	12
2.2 Komunikasi Pemasaran Terpadu atau <i>Integrated Marketing Communication</i>	13
2.2.2 <i>Marketing Mix</i>	14
2.2.3 <i>Marketing Communication Mix</i>	15
2.3 Merek	16
2.3.1 Fungsi Merek	17
2.3.2 <i>Branding</i>	18
2.4 <i>Brand Communication</i>	18
2.4.1 Aspek-aspek <i>Brand Communication</i>	19
2.4.2 <i>Point of Sales Materials</i>	22
2.5 <i>Unique Selling Proposition</i>	22
2.6 <i>Fast Moving Consumer Goods</i>	24
2.7 <i>Brand Executive</i>	24

BAB III GAMBARAN UMUM PERUSAHAAN DAN PELAKSANAAN MAGANG	28
3.1 Gambaran Umum Perusahaan	28
3.1.1 Profil Perusahaan	28
3.1.2 <i>Product Knowledge</i> Garden of Na'eem	29
3.1.3 Logo Perusahaan PT. Bina karya Prima.....	32
3.1.4 Logo Garden of Na'eem.....	32
3.1.5 Visi Misi Perusahaan.....	33
3.1.6 Nilai-nilai Perusahaan	33
3.1.7 Struktur Departemen Marketing	34
3.2 Uraian Pelaksanaan Magang	35
3.2.1 Ruang Lingkup Operasional.....	36
3.2.2 Ruang Lingkup Administrasi.....	37
BAB IV HASIL MAGANG DAN PEMBAHASAN	41
4.1 Uraian Magang	41
4.1.1 Uraian Lingkup Operasional.....	42
4.2 Pembahasan	51
4.2.1 Peranan Komunikasi Bagi Merek Garden of Na'eem.....	51
4.2.2 Implementasi Model Komunikasi Merek Terhadap Merek Garden of Na'eem	54
4.2.2 Peran Marketing Communication Terhadap Merek Garden of Na'eem	57
4.2.3 Implementasi Komunikasi Merek Pada Merek Garden of Na'eem.....	69
4.2.4 Implementasi USP dalam POSM Sebagai Metode Komunikasi Merek	74
4.2.5 Peran Brand Executive Dalam Brand Management Merek Garden of Na'eem	81
BAB V PENUTUP	88
5.1 Simpulan.....	88
5.2 Saran.....	90
DAFTAR PUSTAKA.....	92
LAMPIRAN	A-1

DAFTAR GAMBAR

Gambar 1.1 Data Rata-rata Konsumsi Bulanan Masyarakat Indonesia	2
Gambar 2.1 Model Dasar Komunikasi	10
Gambar 2.2 Model Brand communication.....	11
Gambar 3.1 SKU botol 480ml.....	31
Gambar 3.2 SKU Refill 400ml.....	31
Gambar 3.3 SKU 75gr	31
Gambar 3.4 SKU 4x65gr Varian Taifi Rose.....	31
Gambar 3.5 Logo PT. Bina Karya Prima.....	32
Gambar 3.6 Logo Garden of Na'eem Holding Shape	32
Gambar 3. 7 Logo Garden of Na'eem	33
Gambar 3.8 Budget Approval Pengajuan Sample Request	38
Gambar 3.9 Google Sheet Stok Produk Tim Marketing.....	38
Gambar 3.10 Form Surat Tugas	39
Gambar 3. 11 brief sampling Home Tester Club	40
Gambar 3.12 <i>brief sampling</i> Home Tester Club	40
Gambar 4.1 Wobbler Bogof Garden of Na'eem	43
Gambar 4.2 Trello POSM <i>Contest Display</i>	44
Gambar 4.3 Form Sales Request to Marketing	46
Gambar 4.4 <i>Form Budget Approval</i>	47
Gambar 4.5 Alokasi POSM <i>Floor Display</i>	49
Gambar 4.6 Mockup Kotak Undian <i>Instore Promo</i>	49
Gambar 4.7 Tahap Pemesanan POSM.....	51
Gambar 4.8 <i>Feed</i> Instagram Garden of Na'eem	52
Gambar 4.9 POSM <i>Contest Display</i> GT.....	55
Gambar 4. 10 Promo Kompetitor LKA Borma.....	56
Gambar 4.11 Gambar Cuplikan Iklan Garden of Na'eem	59
Gambar 4.12 Poster Acara <i>Sponsorship</i> Garden of Na'eem.....	60
Gambar 4.13 POSM <i>Standee Rak</i> Garden of Na'eem.....	60

Gambar 4.14 Poster Informasi Penayangan Iklan Garden of Na'eem	63
Gambar 4.15 Promo Beli 1 Gratis 1 Garden of Na'eem di Hypermarket	64
Gambar 4.16 <i>Mockup POSM End Gondola</i> Garden of Na'eem	65
Gambar 4.17 Publikasi Jurnalis Garden of Na'eem	66
Gambar 4.18 Dokumentasi SPG Acara Women's Week 2022	68
Gambar 4.19 <i>Front Pack</i> dan <i>Back Pack</i> Garden of Na'eem	68
Gambar 4.20 Logo <i> Holding Shape</i> Garden of Na'eem	70
Gambar 4.21 Logo Minyak Argan GIV dan Garden of Na'eem	71
Gambar 4.22 POSM <i>Contest Display</i> Garden of Na'eem	76
Gambar 4.23 POSM Wobbler Garden of Na'eem	76
Gambar 4.24 POSM <i>Floor Display</i> Garden of Na'eem	77
Gambar 4.25 POSM <i>Shelf Talker</i> Garden of Na'eem	77
Gambar 4.26 POSM <i>Shelf Framing</i> Garden of Na'eem	78
Gambar 4.27 POSM Rak Borma	79
Gambar 4.28 POSM trolly Garden of Na'eem	79



DAFTAR LAMPIRAN

Lampiran A-1 Lembar Monitoring Bimbingan Magang	A-1
Lampiran A-2 Lembar Permohonan Izin Magang	A-2
Lampiran A-3 Surat Bukti Penerimaan Magang.....	A-3
Lampiran A-4 Lembar Monitoring Supervisor Magang.....	A-4
Lampiran A-5 Lembar Monitoring Supervisor Magang (Sambungan).....	A-5
Lampiran A-6 Lembar Monitoring Supervisor Magang (Sambungan).....	A-6
Lampiran A-7 Lembar Monitoring Supervisor Magang (Sambungan).....	A-7
Lampiran A-8 Lembar Monitoring Supervisor Magang (Sambungan).....	A-8
Lampiran A-9 Lembar Monitoring Supervisor Magang (Sambungan).....	A-9
Lampiran A-10 Lembar Monitoring Supervisor Magang (Sambungan).....	A-10
Lampiran A-11 Lembar Monitoring Supervisor Magang (Sambungan).....	A-11
Lampiran A-12 Lembar Monitoring Supervisor Magang (Sambungan).....	A-12
Lampiran A-13 Lembar Monitoring Supervisor Magang (Sambungan).....	A-13
Lampiran A-14 Lembar Monitoring Supervisor Magang (Sambungan).....	A-14
Lampiran A-15 Daftar Informasi Penempatan Magang	A-15
Lampiran A-16 Daftar Evaluasi Akhir Kinerja Pemegang.....	A-16
Lampiran A-17 Angket Program Magang UPH Untuk Pemegang.....	A-17
Lampiran A-18 Angket Pendapat Perusahaan Terhadap Program Magang	A-18
Lampiran A-19 Surat Bukti Sudah Menyelesaikan Magang	A-19
Lampiran A-20 Lampiran Hasil Cek Turnitin	A-20
Lampiran A-21 Curriculum Vitae	A-21
Lampiran A-22 Curriculum Vitae (Sambungan).....	A-22