

ABSTRAK

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PENERAPAN *BRAND ACTIVATION* DI DIVISI *MARKETING COMMUNICATIONS* PT RAKSASA LAJU LINTANG

(xiii + 75 halaman; 12 gambar; 22 lampiran)

Key Word : Integrated Marketing Communications, Brand Activation, Brand Awareness, Event

Perkembangan bisnis di bidang *e-commerce* bertumbuh semakin cepat di Indonesia. Banyaknya pengguna internet membuat perubahan dalam bertransaksi secara *online*. Ralali.com merupakan *platform* berbisnis secara *online* dengan segmen *B2B marketplace*, dimana Ralali.com ingin menjadi solusi bisnis bagi konsumennya.

Masih rendahnya pengetahuan masyarakat mengenai adanya *e-commerce* *B2B* merupakan kendala yang dihadapi oleh Ralali.com. Masyarakat masih terbiasa bertransaksi secara tradisional.

Untuk mengatasi masalah ini, Ralali.com menggunakan divisi marketing komunikasi sebagai solusi. Tugas divisi marketing komunikasi adalah melakukan *brand activation* agar mencapai *brand awareness*. Tujuan marketing komunikasi melakukan *brand activation* adalah untuk membina hubungan dengan konsumen dan membangun posisi *brand* di benak konsumen. *Brand activation* dilakukan dengan menjalankan berbagai macam *event*, *mega event*, inisiatif, dan juga kolaborasi dengan partner Ralali.

Dalam menjalankan kegiatan *activation*. Ralali.com memiliki target peserta sebagai pengukur keberhasilan *event-event* yang diselenggarakan. Melalui *event* tersebut terkadang jumlah peserta tidak selalu memenuhi target. Oleh karena itu Ralali.com juga melakukan promosi untuk menunjang keberhasilan *eventnya*. Bentuk promosi itu dilakukan melalui media sosial Ralali.com dan didukung oleh tim *digital* dan kreatif.

Referensi: 21 (1991-2014)

ABSTRACT

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IMPLEMENTATION OF BRAND ACTIVATION IN MARKETING COMMUNICATIONS DIVISION OF PT RAKSASA LAJU LINTANG
(xiii + 75 pages; 12 images; 22 attachments)

Key Word: Integrated Marketing Communications, Brand Activation, Brand Awareness, Event

The development of e-commerce businesses is growing faster in Indonesia. The number of internet users, raises habits in transacting online. *Ralali.com* is a platform for doing business online with the B2B marketplace segment, where *Ralali.com* wants to be a business solution for its consumers.

The low level of public knowledge about B2B e-commerce is an obstacle faced by *Ralali.com*. The community is still accustomed to transacting traditionally.

To overcome this problem, *Ralali.com* uses the marketing communications division as a solution. The job of marketing communications division is to carry out brand activation to achieve brand awareness. The purpose of marketing communications for brand activation is to foster relationships with consumers and build a brand position in the minds of consumers. Brand activation is carried out by running various events, mega events, initiatives, as well as collaborations with *Ralali* partners.

While doing activation activities. *Ralali.com* has a target audience as a measure of the success of the events held. Through the event sometimes the number of participants does not always meet the target. Therefore *Ralali.com* also promoted to support the success of the event. The promotion is done through *Ralali.com* social media with support from digital and creative division.

Reference: 21 (1991-2014)