


ANALISIS PENERAPAN *DIRECT MARKETING* PADA PT. JAVA CONNECTION SLEMAN DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis penerapan *direct marketing* pada PT. Java Connection Sleman Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode deskriptif kualitatif. Data primer dalam penelitian ini bersumber dari hasil wawancara. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan *non-probability sampling* dan teknik *purposive sampling* sejumlah 3 orang yaitu Direktur PT. Java Connection, karyawan umum bagian Departemen Administrasi, dan bagian Departemen Desain. Berdasarkan hasil penelitian ini PT. Java Connection menggunakan strategi *direct marketing* melalui *catalog marketing*, *direct mail*, *online marketing* sudah berjalan cukup baik. Penerapan *catalog marketing* pada PT. Java Connection sudah baik dengan secara rutin ikut serta pada event serta memiliki katalog yang jelas. Penerapan *direct marketing* pada PT. Java Connection sudah cukup baik dengan perusahaan mengirimkan *e-mail* penawaran produk kepada *buyer* ketika mereka meninggalkan kartu nama pada saat mengikuti event dengan tepat waktu serta menggunakan desain yang informatif. Penerapan *online marketing* pada PT. Java Connection sudah cukup baik. Perusahaan menggunakan media pemasaran *online* berupa website dengan tampilan yang simpel dan informatif serta melakukan pembaharuan secara teratur.

Kata Kunci: *Direct Marketing, Catalog Marketing, Direct Mail, Online Marketing*

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***THE ANALYSIS OF DIRECT MARKETING IMPLEMENTATION AT PT.
JAVA CONNECTION SLEMAN SPECIAL REGION YOGYAKARTA***

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Abstract

This research aims to analyze the application of direct marketing at PT Java Connection Sleman Yogyakarta Special Region. This study used descriptive qualitative method. Primary data in this research comes from interviews. The sampling technique used in this research was non-probability sampling and a purposive sampling technique of 3 people, namely the Director of PT Java Connection, general employees from the Administration Department, and from the Design Department. Based on the results of this research, PT Java Connection uses a direct marketing strategy through catalog marketing, direct mail, online marketing which has worked quite well. The implementation of catalog marketing at PT Java Connection is good by regularly participating in events and having a clear catalogue. The implementation of direct marketing at PT Java Connection is quite good with the company sending e-mails offering products to buyers when they leave business cards at events on time and using informative designs. The implementation of online marketing at PT Java Connection is quite good. The company uses online marketing media in the form of a website with a simple and informative appearance and is updated regularly.

Keywords: *Direct Marketing, Catalog Marketing, Direct Mail, Online Marketing*