

IMPLEMENTASI *POINT OF PURCHASE COMMUNICATIONS* PADA PT. WAHANA SUMBER BARU YOGYA

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Abstrak

Penelitian ini bertujuan untuk mengetahui dampak implementasi *point of purchase communications* terhadap perusahaan, salah satu perusahaan yang menerapkan adalah PT. Wahana Sumber Baru Yogya. *Point Of Purchase Communications* adalah strategi pemasaran yang digunakan saat penjualan langsung berbentuk iklan dengan memanfaatkan *display* produk dan *space* ruang pada gerai yang dapat menarik perhatian dan menggugah semangat pengunjung untuk melakukan pembelian produk, keberhasilan *point of purchase* ini diukur dari persepsi konsumen tentang aktifitas pelaksanaan yang sudah dilakukan pada PT. Wahana Sumber Baru Yogya. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif dan kuantitatif. Analisis implementasi *customer bonding* dilakukan melalui 3 komponen dasar, *in store media*, *signage*, dan *displays* yang sudah dilakukan PT. Wahana Sumber Baru Yogya dan persepsi pelanggan terhadap setiap aktifitasnya. Berdasarkan pengolahan data menggunakan metode *arithmetic mean* dan skala pengukuran *likert*. Implementasi *point of purchase communications* pada PT. Wahana Sumber Baru Yogya dipersepsikan cukup baik dengan skor 3,56.

Kata Kunci : Implementasi *Point of Purchase*, Persepsi Konsumen.

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Abstract

This study aims to determine the impact of the implementation of point of purchase communication on the company, one of the companies that apply is PT. Wahana Sumber Baru Yogya. Point of Purchase Communications is a marketing strategy that is used when direct selling in the form of advertisements by utilizing product displays and space space at outlets that can attract attention and inspire visitors to purchase products. The success of the point of purchase is measured by consumers' perceptions of the implementation activities that have been done at PT. Wahana Sumber Baru Yogya. This research uses descriptive method with qualitative and quantitative approaches. Analysis of customer bonding implementation is carried out through 3 basic components, in store media, signage and displays that have been carried out by PT. Wahana Sumber Baru Yogya and customer perceptions of each activity. Based on data processing using arithmetic method mean and likert measurement scale. Implementation of point of purchase communications at PT. Wahana Sumber Baru Yogya is perceived to be quite good with a score of 3.56.

Keywords: *Implementation Point of Purchase, Consumer Perception.*