

PENERAPAN *INTEGRATED MARKETING* PADA PT. INTAN PARIWARA KLATEN

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Abstrak

Penelitian ini bertujuan untuk mengetahui penerapan pemasaran terintegrasi yang selama ini dilaksanakan oleh PT. Intan Pariwara. Data diperoleh secara langsung dari pihak-pihak yang bersangkutan dari PT. Intan Pariwara dengan menggunakan metode wawancara dan dokumentasi. Analisis data yang digunakan yaitu menggunakan metode penelitian analisis deskriptif kualitatif. Penelitian ini dikhususkan pada pemasaran terintegrasi yaitu. Hasil Penelitian menunjukkan bahwa: Periklanan yang dilakukan oleh PT. Intan Pariwara melalui Koran hanya terbatas pada produk unggulan saja, yaitu Buku Detik SD kelas VI, Buku Detik SMP kelas IX dan Buku Detik SMA kelas XII. Hal ini karena buku-buku tersebut tidak dijual ke sekolah-sekolah melainkan ke Toko Buku. Berkaitan dengan *Sales Person* , untuk meningkatkan penjualan para pemasar biasanya menyiasati dengan kunjungan ke kepala sekolah langsung untuk berkomunikasi secara pribadi.. Promosi penjualan yang diterapkan dengan memberikan hadiah yang lebih besar dari pesaing.

Kata Kunci: *Pemasaran Terintegrasi, Komunikasi Pemasaran Terintegrasi, Produk dan Jasa, Saluran Distribusi*

APPLICATION OF INTEGRATED MARKETING IN PT .INTAN PARIWARA

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Abstrack

This study aims to determine the application of integrated marketing that has been carried out by PT. Intan Pariwara. Data is obtained directly from the parties concerned from PT. Intan Pariwara using interview methods and documentation. Analysis of the data used is qualitative descriptive analysis research methods. This research is devoted to integrated marketing, namely. Research results show that: (1) Integrated marketing communication includes advertising, the number of banner advertisements for schools in Solo region, the number is relatively small and advertising carried out by PT. Intan Pariwara through news paper is only limited to superior products, namely Secondary Element Secondary School Book, Class IX Secondary Junior High School Book and Class XII Secondary High School Book. This is because the books are not sold to schools but to Bookstores. The intended target is parents of students. Individual salespeople, not all principals welcome sales when offering books, marketers are constrained by limited time and extensive marketing area. To optimize individual sales, marketers usually deal with home visits to the principal's home directly to communicate privately. Sales promotion, competition with other publishers who give more prizes than PT. Intan Pariwara. According to the PT. Intan Pariwara, consumers in buying books from other publishers prioritize their prizes more than the quality of their books. (2) Products and Services. Like the one at PT. Intan Pariwara, the choice of products offered by PT. Intan Pariwara shows that PT. Intan Pariwara tries to understand the needs of consumers. PT. Intan Pariwara offers its customers a choice of products tailored to the needs of each consumer who will use book products at Intan Pariwara. (3) Distribution Channels. The distribution channels used are direct and indirect distribution channels.

Keywords: *Integrated Marketing, Integrated Marketing Communication, Products and Services, Distribution Channels*