

STRATEGI KOMUNIKASI DI PT. ASTRA INTERNATIONAL ISUZU Tbk. CABANG YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui pelaksanaan strategi komunikasi di PT. Astra International Isuzu-Tbk. Cabang Yogyakarta. Penelitian dilakukan di PT. Astra International Isuzu-Tbk. Cabang Yogyakarta dengan responden terdiri dari Pimpinan dan Karyawan Divisi Pemasaran. Pengumpulan data primer dilakukan dengan metode observasi dan wawancara. Pengumpulan data sekunder dilakukan dengan metode dokumentasi. Analisis dalam penelitian ini menggunakan analisis data kualitatif. Hasil analisis menunjukkan bahwa strategi komunikasi yang lebih efektif digunakan oleh PT. Astra International Isuzu – Tbk. cabang Yogyakarta adalah promosi penjualan (*sales promotion*), *direct marketing*, , *word of mouth marketing*, dan penjualan personal (*personal selling*). Hal tersebut didasari oleh strategi komunikasi yang dilakukan secara langsung dan dua arah antara produsen – konsumen akan lebih efektif. Sedangkan Sedangkan iklan (*advertising*), acara dan pengalaman (*event and experience*) dan publisitas sebagai bentuk pendukung dari pelaksanaan strategi komunikasi yang dilakukan di PT. Astra International Isuzu – Tbk. Cabang Yogyakarta.

Kata Kunci: *Strategi Komunikasi, Komunikasi Dua Arah, Divisi Pemasaran*

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**COMMUNICATION STRATEGY IN PT. ASTRA INTERNATIONAL ISUZU-
Tbk. YOGYAKARTA BRANCH**

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Abstract

This study aims to determine the implementation of communication strategies at PT. Astra International Isuzu-Tbk. Yogyakarta Branch. The research was conducted at PT. Astra International Isuzu-Tbk. Yogyakarta Branch with respondents consisting of Managers and Employees of the Marketing Division. Primary data collection was done by observation and interview methods. Secondary data collection is done by the method of documentation. This study uses qualitative data analysis. The results of the analysis show that a more effective communication strategy is used by PT. Astra International Isuzu – Tbk. Yogyakarta branch is sales promotion, direct marketing, word of mouth marketing, and personal selling. This is based on a communication strategy that is carried out directly and in two directions between producers - consumers will be more effective. Meanwhile, advertising (advertising), events and experiences (events and experience) and publicity as a form of support for the implementation of the communication strategy carried out at PT. Astra International Isuzu – Tbk. Yogyakarta Branch.

Keywords: *Communication Strategy, Two-way Communication, Marketing Division*