

**ANALISIS STRATEGI INTEGRATED MARKETING COMMUNICATION  
DALAM MENARIK MINAT BELI KONSUMEN PADA PERUMAHAN  
NDALEM HINGGIL DI PT SOLUSINDO JITU YOGYAKARTA**

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**Abstrak**

Penelitian ini dilakukan di PT Solusindo Jitu Yogyakarta yang bertujuan untuk menganalisis strategi *integrated marketing communication* dalam menarik minat beli konsumen. Jenis penelitian ini menggunakan metode analisis kualitatif deskriptif. Analisis kualitatif deskriptif menggunakan perolehan data melalui observasi, dokumentasi dan wawancara secara internal dengan *general manager* dan *staff marketing* divisi *sales marketing and IT* PT Solusindo Jitu Yogyakarta. Teknik analisis data dalam penelitian ini menggunakan model analisis interaktif yang terdiri dari 3 komponen pokok yaitu reduksi data, penyajian data, dan penarikan kesimpulan untuk mengetahui strategi *integrated marketing communication* dalam menarik minat beli konsumen yang dilakukan oleh PT Solusindo Jitu Yogyakarta. Hasil analisis data pada penelitian ini berdasarkan hasil wawancara dan observasi, PT Solusindo Jitu Yogyakarta telah menerapkan semua strategi *integrated marketing communication* yaitu periklanan (*advertising*), promosi penjualan (*Sales Promotion*), pemasaran Langsung (*Direct Marketing*), Hubungan Masyarakat (*Public relation*), dan penjualan personal (*Personal Selling*). Namun, tiga dari lima strategi *integrated marketing communication* belum dijalankan dengan maksimal yaitu periklanan (*advertising*), promosi penjualan (*sales promotion*) dan hubungan masyarakat (*public relation*).

**Kata Kunci:** *Integrated Marketing Communication*

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**ANALYSIS OF INTEGRATED MARKETING COMMUNICATION  
STRATEGY IN ATTRACTING CONSUMER BUYING IN NDALEM  
HINGGIL HOUSING AT PT SOLUSINDO JITU YOGYAKARTA**

***Laela Fatmawati***

***Abstract***

*This research was conducted at PT Solusindo Jitu Yogyakarta which aims to analyze an integrated marketing communication strategy in attracting consumer buying interest. This study uses descriptive qualitative analysis method. Descriptive qualitative analysis uses data obtained through observation, documentation and internal interviews with the general manager and marketing staff of the sales marketing and IT division of PT Solusindo Jitu Yogyakarta. The data analysis technique in this study uses an interactive analysis model consisting of 3 main components, namely data reduction, data presentation, and drawing conclusions to determine the integrated marketing communication strategy in attracting consumer buying interest carried out by PT Solusindo Jitu Yogyakarta. The results of data analysis in this study based on the results of interviews and observations, PT Solusindo Jitu Yogyakarta has implemented all integrated marketing communication strategies, namely advertising, sales promotion, Direct marketing, Public Relation, and personal selling. However, three of five integrated marketing communication strategies haven't been implemented optimally, namely advertising, sales promotion and public relations.*

***Keywords: Integrated Marketing Communication***