

ABSTRACT

ANALYSIS OF THE IMPLEMENTATION OF INTEGRATED MARKETING COMMUNICATION (IMC) ON GOLD INSTALLMENT FINANCING PRODUCTS AT PT BANK SYARIAH INDONESIA CILACAP DIPONEGORO BRANCH OFFICE

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The purpose of this study was to analyze the implementation of integrated marketing communication (IMC) strategies on gold installment financing products at PT. Bank Syariah Indonesia Branch Office Cilacap Diponegoro. The research method used in-depth interviews and direct observation with a qualitative descriptive approach. The results of the study showed that the implementation of Integrated Marketing Communication (IMC) at PT. Bank Syariah Indonesia Branch Office Cilacap Diponegoro in the form of Direct Marketing, Sales Promotion, Public Relations, Personal Selling, and Advertising was good in attracting customer interest. However, there were shortcomings, namely the lack of sales promotions in the form of discounts applied by PT. Bank Syariah Indonesia so that people were less interested in becoming gold installment customers. The implications of this study emphasize the importance of implementing integrated marketing communication (IMC) strategies on gold installment products at PT. Bank Syariah Indonesia Branch Office Cilacap Diponegoro

Keywords: *Promotion, Communication, Marketing, Gold Installment*

ABSTRAK

ANALISIS PENERAPAN *INTEGRATED MARKETING COMMUNICATION* (IMC) PADA PRODUK PEMBIAYAAN CICIL EMAS DI PT BANK SYARIAH INDONESIA KANTOR CABANG PEMBANTU (KCP) CILACAP DIPONEGORO

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Tujuan penelitian ini untuk menganalisis penerapan strategi *Integrated Marketing Communication* (IMC) pada produk pembiayaan di PT Bank Syariah Indonesia Kantor Cabang Pembantu Cilacap Diponegoro. Metode penelitian menggunakan wawancara mendalam dan observasi langsung dengan pendekatan deskriptif kualitatif. Hasil penelitian menunjukkan penerapan *Integrated Marketing Communication* (IMC) di PT Bank Syariah Indonesia KCP Cilacap Diponegoro dalam bentuk Direct Marketing, Promosi Penjualan, Public Relations (Hubungan Masyarakat), Personal Selling (Penjualan Pribadi), dan Advertising (Iklan) sudah baik dalam menarik minat nasabah. Tetapi ada terdapat kekurangan yaitu kurangnya promosi penjualan berupa diskon yang diterapkan oleh PT Bank Syariah Indonesia sehingga masyarakat kurang minat untuk menjadi nasabah cicil emas. Implikasi penelitian ini menekankan pentingnya penerapan strategi *Integrated Marketing Communication* (IMC) pada produk cicil emas di PT Bank Syariah Indonesia Kantor Cabang Pembantu Cilacap Diponegoro.

Kata Kunci: Promosi, Komunikasi, Pemasaran, Cicil Emas