

ABSTRAK

Oleh:

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Rumusan masalah dari penelitian ini adalah Bagaimana strategi komunikasi pemasaran Ikan Cupang Hias di Betta Hias Farm Yogyakarta dalam menarik konsumen dan Faktor-faktor pendukung dan penghambat apa saja yang dihadapi Betta Hias Farm dalam aktivitas pemasaran yang dilakukan oleh Betta Hias Farm. Penelitian ini mempunyai beberapa tujuan yaitu Untuk mengetahui strategi komunikasi pemasaran Ikan Cupang Hias di Betta Hias *Farm* Yogyakarta dan Untuk mengetahui faktor-faktor pendukung dan penghambat strategi komunikasi pemasaran Ikan Cupang Hias di Betta Hias *Farm* Yogyakarta. Manfaat Penelitian ini Secara Akademis adalah Penulis berharap dengan melakukan penelitian “Strategi komunikasi pemasaran Ikan Cupang Hias di Betta Hias *Farm* Yogyakarta” ini akan memberikan manfaat bagi seluruh mahasiswa khususnya mahasiswa ilmu komunikasi UPN “Veteran” Yogyakarta dalam memahami dan mempelajari strategi komunikasi pemasaran dalam bisnis secara umum dan bisnis ikan cupang hias secara khusus. Manfaat Penelitian ini Secara Teoritis Secara teoritis, diharapkan dari hasil penulisan ini dapat menambah pengetahuan dan referensi tentang perilaku konsumen pembeli ikan Cupang hias, khususnya tentang strategi komunikasi pemasaran Ikan Cupang Hias di Betta Hias *Farm* Yogyakarta. Manfaat Penelitian ini Secara Praktis adalah hasil penelitian ini secara khusus diharapkan dapat berguna bagi pembaca dalam memberikan pencerahan tentang prospek bisnis dan Strategi Komunikasi Pemasaran Ikan Cupang Hias di Betta Hias Farm Yogyakarta.

Kata Kunci: Betta Hias Farm, Strategi Komunikasi Pemasaran, Ikan Cupang Hias, dan Konsumen

ABSTRACT

By:

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This study entitled "Strategic Marketing Communications Hickey Hias Fish Yogyakarta in Consumer Interest (Descriptive Study Qualitative Marketing Communication Strategy Hias Betta Farm Yogyakarta)" aims to determine strategies for marketing communications at Betta Fish Betta Hias Hias Farm Yogyakarta. To determine the factors supporting and marketing communications penghambatstrategi Hickey Hias Fish Farm in Betta Hias Yogyakarta This study used a qualitative descriptive study approach. In doing sales Betta Farm Hias do so by selling directly to consumers or indirectly by using online social media facebook. The aim pursued by Betta Hias Farm through direct sales is among the medium and small children. Hias Betta Farm in doing direct advertising using online social media Facebook, where the owner Betta Farm Hias create ads directly on the wall of his facebook account is personal recall of products related to the hobby will more easily be advertised through online social media. face-to-face sales strategy undertaken by Betta Hias Farm not only to assist sales in marketing their products to achieve sales targets Betta fish, but also establish good relationships with consumers. Sales promotion programs conducted by Betta Hias Farm is very diverse ranging from fish bonus program every sale to provide discounts in the purchase of hias Betta fish in large quantities. Public relations activities undertaken by Betta Hias Farm is the activity contest where the hias fish Betta Betta Betta fish Hias Farm using hiasnya itself in following the contest. Via telemarketing in addition to the promotion of Betta Hias Farm wants to do the best service for informing consumers with promotional programs that are available and of course as a long-term relationship with consumers Betta Hias Farm to always intertwined both with consumers. Hias Betta Farm using online marketing just as branding.

Keywords: Betta Hias Farm, Marketing Communications Strategy, Betta Fish, and Consumen