

Program Perencanaan Komunikasi Pemasaran Terpadu RGB Digital Imaging Class “The Next Steps Of Photography” Periode Juli 2013-Desember 2013 = Program Perencanaan Komunikasi Pemasaran Terpadu RGB Digital Imaging Class “The Next Steps Of Photography” Periode Juli 2013-Desember 2013

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Abstrak

Tugas Karya Akhir ini membahas tentang Perencanaan Strategi Komunikasi terpadu RGB Digital Imaging Class yang lebih menekankan aspek rasional. Dengan mengumpulkan data pasar yang ada, maka diharapkan terkumpul berbagai dasar dan pertimbangan yang baik untuk menjalankan sebuah program perencanaan komunikasi pemasaran terpadu untuk RGB Digital Imaging Class ini.

Di tengah dunia photography yang semakin menjamur di Indonesia khususnya Jakarta ini, RGB Digital Imaging Class hadir sebagai tempat kursus pengolahan foto (digital imaging) yang berbasis software Adobe Photoshop. Awareness mengenai Digital Imaging di target khalayak sudah cukup tinggi. Namun, ketertarikan untuk belajar pengolahan foto ini masih belum ada di benak khalayak tersebut. Dari masalah tersebut, kampanye ini dirancang untuk menggiring khalayak dari ketidaktertarikan mereka menjadi sebuah "investasi" yang menguntungkan melalui belajar dan kursus pengolahan foto ini sehingga sebanding dengan apa yang telah dikeluarkan dan menciptakan emotional bonding serta awareness yang tinggi di kalangan target khalayak.

Program kampanye ini akan menghabiskan biaya sebesar Rp 22.000.000,00 selama enam bulan masa kampanye. Demi kelancaran, kampanye ini juga akan diawasi dan dievaluasi untuk melihat dampak dan efektivitas kampanye.

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This thesis will be discussing a communication planning program as an integrated advertising for RGB Digital Imaging Class which emphasize in a rational aspect. By doing a certain data collection in a targeted segment, a various basis and a good consideration will eventually create a communication planning program as an integrated for this RGB Digital Imaging Class as expected.

In this era, photography has become a very popular subject among people, especially in Jakarta. RGB Digital Imaging Class presented itself as a facility in photographic oriented program (digital imaging) that is based on Adobe Photoshop software. The awareness level of RGB Digital Imaging Class in a targeted segment itself is quite high. The problem is that, people has lack of interest to study in this program. From that matter, this campaign was designed to convert peoples interest, and that is to create a different mindset that will be one certain "investastion" creating a benefit towards that persons life if they decided to learn from this photography program, they will get an equal result of what they'd pay. Eventually it will create an emotional bonding and high awareness in a certain targeted segment.

This campaign program will cost Rp.22.000.000,00 in six months period of the campaign. For its progress , this campaign will be watched and evaluated to clearly sees the impact and the effectiveness of the campaign.