

Pembentukan brand awareness melalui komunikasi pemasaran terpadu pada perusahaan jasa asuransi (studi kasus penggunaan IMC pada perusahaan jasa asuransi) = Creating brand awareness by using the formulation of integrated marketing communications on insurance industry case (study the use of integrated marketing communications strategy in insurance companies)

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Abstrak

Penelitian ini menguakan proses pembentukan brand awareness menggunakan formulasi Integrated Marketing Communication, beserta persyaratan ideal pemanfaatan saluran-saluran komunikasi, pada perusahaan jasa asuransi yang brand awareness nya rendah dan mempunyai masalah kredibelitas. Penelitian ini menggunakan metode kualitatif studi kasus pada dua perusahaan jasa asuransi di Jakarta.

Hasil penelitian menguraikan proses pembentukan brand awareness dimulai dari sasaran brand awareness yangdituju, hingga penyusunan IMC yang mendukung faktor penunjang brand awareness. Selain itu ditemukan persyaratan ideal penerapan IMC pada kegiatan komunikasi pemasaran jasa asuransi.

.....This study describes the process of creating brand awareness by using the formulation of Integrated Marketing Communications, along with the requirements of the ideal utilization of communication channels of life insurance company that the commodity currently still has rather low brand awareness and have credibility problems. This study uses a qualitative case study on two insurance companies in Jakarta.

The results of the study outlines the process of brand awareness creation, starting from the intended target brand awareness to the formulation of Integrated Marketing Communications strategy, which became a major contributory factor creating brand awareness. Hence, on this study there is also the ideal requirement of the application of Integrated Marketing Communications on life insurance communication activities.