

Komunikasi pemasaran new product development pada interaksi berbasis online (studi pada perusahaan jasa transportasi berbasis aplikasi: go-jek Indonesia) = Marketing communication of new product development on online based interaction (a study about an application based transportation service company go jek Indonesia)

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Abstrak

Studi ini berangkat dari munculnya modifikasi produk dan jasa baru yang sukses memasuki pasar lama dengan berbasis pada media online. Penelitian ini bertujuan untuk mengetahui media online yang sesuai untuk mengkomunikasikan new product development agar dapat diadopsi konsumen; serta bagaimana loyalitas konsumen dapat terbangun pada new product development.

Analisis dalam penelitian menggunakan Innovation-Decision Process yang digagas Everett M. Rogers. Melalui studi kasus dan teknik pengumpulan data berupa wawancara, diketahui bahwa media online (khususnya portal berita online, media sosial dan aplikasi pesan singkat) berperan aktif dalam setiap proses adopsi yang dilakukan konsumen. Sedangkan loyalitas konsumen dibangun di dalam tahap adopsi new product development yaitu tahap konfirmasi.

.....The study is constructed based on the arising new product and service modifications that have successfully made an entrance into the existing online-based market. This particular research is objected to figure out which type of online-media that is suitable to communicate the new product development, in order to make the product adoptable by the consumer in the best possible way; also finding the best way of how consumer loyalty can be built for the new product development.

The analysis method used in the research is the Innovation-Decision Process, initiated by Everett M. Rogers. Through the study case and collected data in form of direct interview, it can be learned that online media (especially online news portal, general social media, and instant-messaging applications) have a huge impact in every adoption process mentioned before, whereas consumer loyalty is built on confirmation stage, where the adoption process occurs.