

## Strategi Komunikasi Pemasaran Tabloid : Studi Kasus Tabloid Cek & Ricek

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### Abstrak

Komunikasi pemasaran memiliki peran sangat vital bagi pemasaran suatu produk, tak terkecuali produk industri pers. Elemen-elemen komunikasi pemasaran yang sering digunakan antara lain: selling, advertising, sales promotion, direct marketing, publicity and public relations, sponsorship, exhibition, corporate identity, packaging, point of sale and merchandising, dan word of mouth, atau yang lazim disebut marketing communication mix. Tesis ini berusaha membahas strategi, alasan-alasan dan pelaksanaan berbagai elemen marketing communication mix itu dengan mengambil obyek penelitian Tabloid Cek & Ricek. Untuk sampai pada pembahasan tersebut digunakan metode penelitian studi kasus dengan teknik pengumpulan data: wawancara, observasi dan dokumentasi, dengan teknik analisis data pattern matching (penjodohan pola) yang dilengkapi dengan analisis evaluatif kualitatif-deskriptif. Hasil studi kasus secara umum menunjukkan kesesuaian antara pola-pola konseptual yang diprediksikan berdasarkan teori-teori yang relevan dengan pola-pola temuan empirik studi kasus, baik yang menyangkut profil organisasi Cek & Ricek secara keseluruhan maupun yang spesifik mengenai komunikasi pemasaran Cek & Ricek. Dari kesesuaian pola-pola tersebut diperoleh dua kesimpulan pokok, yakni: Pertama, strategi komunikasi pemasaran yang diterapkan Tabloid Cek & Ricek adalah penerapan bauran komunikasi pemasaran (marketing communication mix) yang dilakukan secara kurang terencana dan terpadu dengan lebih menonjolkan event-event khusus sebagai ajang atau medium untuk menjalin relasi sosial dan publik dalam rangka memperkenalkan dan mendekatkan Cek & Ricek dengan khalayak pembacanya dan sekaligus memperluas jaringan pembacanya. Namun, keberhasilan komunikasi pemasaran yang diterapkan Cek & Ricek tidak terlepas dari brand equity yang tercipta berkat tayangan Cek & Ricek di RCTI yang lebih dulu hadir setahun sebelumnya. Kedua, pelaksanaan kegiatan komunikasi pemasaran Cek & Ricek melibatkan sponsor (mitra kerja), mengikutsertakan artis, ditangani oleh tim khusus (project officer), serta diliput dan disiarkan oleh media cetak dan media elektronik (televisi). Dengan kesimpulan-kesimpulan tersebut, disarankan agar manajemen Cek & Ricek mempertimbangkan pola komunikasi pemasaran secara terpadu; dan dalam rangka itu terlebih dahulu perlu dilakukan riset pemasaran yang terfokus pada elemen-elemen komunikasi pemasaran.

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Marketing Communication Strategy of Tabloid (Case Study of Cek & Ricek Tabloid) Marketing communication has a very vital role for marketing of " product, not exception to press industrial products. The marketing communication elements that often used among others are selling, advertising, direct marketing, public relation, sponsorship, exhibitions, corporate identity, packaging, point of sales and merchandising, word of mouth or commonly called as marketing communication mix. This thesis attempts to discuss strategy, reasons and implementation of various elements of marketing communication mix by studying the case of Cek & Ricek Tabloid. In order to discuss matter, case study research method is used with data colection through interview, observation and documentation, by using data analisys technique of

pattern matching and supplemented with evaluative qualitative-descriptive analysis. The result of study case generally indicates that there is compatibility between conceptual patterns based on empirical case study, both regarding the organization profile of the Cek. and Ricek Tabloid as a whole and specifically marketing communication of Cek & Ricek. From compatibility of patterns we obtain two major conclusions; First, marketing communication strategy applied by Cek and Ricek Tabloid is application of marketing communication mix, which is done with less planning and not integrated, in a sense that it focused specially only in promotional and publicational events, by effort to maintain social and public relation in order to introduce and bring Cek & Ricek Tabloid to the audience and broaden the network of Its readership. Successfull marketing communication strategy of Cek and Ricek Tabloid is a part of brand equity that positioned by on air program on RCTI which has been existed one year before. Second, implementation of marketing communication of Cek & Ricek Tabloid involved a sponsor, recruited actress, handled by special team (project officer), and covered and broadcasted by print and electronic media (television). With such conclusions it sugested to the management of Cek & Ricek to consider integrated marketing communication, and for that purpose a focused marketing research needs to be done on elements of marketing communications.