

JUDUL : KOMUNIKASI PEMASARAN TERINTEGRASI DI  
UNIVERSITAS SURABAYA

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ABSTRAK

Tujuan dari Laporan kerja lapangan ini untuk mengkaji bentuk kegiatan promosi yang terintegrasi dan sesuai dengan desain komunikasi pemasaran yang efektif di Universitas Surabaya. Teori yang digunakan adalah *marketing communications mix*, *integrated marketing communications*, dan *developing effectiveness marketing communications*.

Laporan kerja lapangan ini menggunakan metode *internship program* yang dilakukan di Universitas Surabaya, departemen *Marketing and Public Relations* yang terletak di kampus I, Jalan Ngagel Jaya Selatan 169, Surabaya. Masa kerja yang ditempuh adalah 8 minggu atau 200 jam.

Berdasarkan pengamatan serta analisis selama melakukan *internship program*, didapatkan bahwa strategi komunikasi pemasaran yang diterapkan sesuai dengan teori *marketing communications mix*, namun belum terintegrasi maksimal dan belum sesuai dengan desain komunikasi pemasaran yang efektif. Beberapa kendala yang ditemukan perlu untuk diperbaiki pada waktu mendatang sehingga penjualan dapat meningkat.

Kata kunci: *marketing communications mix*, *integrated marketing communications*, dan *developing effectiveness marketing communications*

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#### ABSTRACT

*The purpose of this internship program report is to review the forms of promotional activities that are integrated and in accordance with the effective marketing communication design of Universitas Surabaya. The theories used are marketing communications mix, integrated marketing communications, and developing effectiveness marketing communications.*

*This internship program report uses the internship program method conducted at the Universitas Surabaya, directorate of Marketing and Public Relations located on the first campus, Jalan Ngagel Jaya Selatan 169, Surabaya. The working pseriod taken is 8 weeks or 200 hours.*

*Based on observations and analysis during the internship program, it was found that the marketing communications strategy applied was in accordance with the theory of marketing communications mix, but had not been maximally integrated and was not in accordance with the design of effective marketing communications. Some obstacles found need to be fixed in the future so that sales can increase.*

*Keywords: marketing communications mix, integrated marketing communications, and developing effectiveness marketing communications.*