

EVALUASI STRATEGI BAURAN PROMOSI PADA PT HARDAYAWIDYA

GRAHA SURABAYA

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INTISARI

Grand City Mall & Convex Surabaya adalah sebuah pusat perbelanjaan dan penyedia sarana MICE yang berada di tengah Kota Surabaya dan dikelola oleh PT Hardayawidya Graha yang merupakan anak perusahaan dari PT Central Cipta Murdaya (CCM) Group Jakarta. Grand City Surabaya tidak hanya menyediakan pusat perbelanjaan berupa mall, tetapi juga menyediakan sarana MICE seperti *Exhibiton*, *Convention Hall*, dan *Meeting room* sesuai kebutuhan bisnis untuk masyarakat di Kota Surabaya dan sekitarnya.

Laporan Kerja Lapangan disusun melalui kegiatan *Internship Program* yang dijalani selama 10 minggu di PT Hardayawidya Graha. Penulis diposisikan sebagai *Staff Marketing* di Divisi Convex dan diarahkan pembimbing lapangan untuk melakukan perencanaan dan pelaksanaan *In-House event* yang akan dilaksanakan. Perencanaan acara dilakukan dengan mendesain acara serta cara promosinya. Berdasarkan aktivitas dan pengamatan yang dilakukan selama menjalani *Internship Program* diketahui bahwa Divisi Convex memiliki kendala dalam mencari klien untuk menyewa tenant suatu acara, *Staff marketing* kurang aktif dalam mencari klien baru dan pelanggan atau pengunjung masih merasakan ada yang kurang dari segi promosi. Rekomendasi yang dapat diberikan kepada Divisi Convex antara lain aktif dalam mencari calon prospek baru, kerjasama dengan organisasi atau komunitas, dan penggunaan secara maksimal fitur-fitur sosial media.

Kata Kunci : Promosi, Bauran Promosi, Komunikasi Pemasaran Terpadu

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ABSTRACT

Grand City Mall & Convex Surabaya is a shopping center and provider of MICE facilities located in the center of Surabaya and managed by PT Hardayawidya Graha which is a subsidiary of PT Central Cipta Murdaya (CCM) Group Jakarta. Grand City Surabaya not only provides shopping centers in the form of malls, but also provides MICE facilities such as Exhibiton, Convention Hall, and Meeting rooms according to business needs for the community in Surabaya City and its surroundings.

The Internship Program Report was prepared through the Internship Program activities which were held for 10 weeks at PT Hardayawidya Graha. The author is positioned as a Marketing Staff in the Convex Division and is directed by the field supervisor to planning and implementing the In-House event that will be held. Event planning is done by designing events and how to promote them. Based on the activities and observations made during the Internship Program, Convex Division have obstacles in search of clients to rent tenant, staff marketing are not active in search new clients and customers or visitors is still feel something is lacking in terms of promotion. Recommendations that can be given to the Convex Division are active in search new potential prospects, collaborating with organizations or communities, and maximizing the use of social media features.

Key Word : Promotion, Promotion Mix, Integrated Marketing Communication