

**ANALISIS PENERAPAN *INTEGRATED MARKETING
COMMUNICATION* PADA PT WIN – WIN REALTY CENTRE
DI SURABAYA**

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ABSTRAK

Laporan ini bertujuan untuk mengetahui penerapan tahap *integrated marketing communication* pada PT Win – Win Realty Centre. Selama kegiatan magang yang dilakukan selama 3,5 bulan, ditemukan bahwa penerapan *integrated marketing communication* masih belum sesuai dengan tujuan perusahaan yang berdampak pada tingkat partisipasi program promosi yang diadakan oleh PT Win – Win Realty Centre. Adapun masalah yang ditemukan dalam penerapannya yaitu tujuan komunikasi yang belum terlaksana dengan maksimal, penyampaian pesan yang kurang efektif, dan kurangnya pengumpulan *feedback* beserta evaluasinya. Adapun rekomendasi yang dapat diterapkan adalah memaksimalkan kegiatan *promotion mix* yaitu *sales promotion* dan *digital marketing*, mendukung kegiatan pemilihan sumber pesan, serta melakukan evaluasi untuk setiap kegiatan pemasaran yang dilakukan agar terciptanya *effective communication* pada perusahaan.

Kata kunci: *integrated marketing communication, effective communication, promotion mix*

***IMPLEMENTATION ANALISIS OF INTEGRATED MARKETING
COMMUNICATION AT PT WIN – WIN REALTY CENTRE
IN SURABAYA***

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ABSTRACT

This report aims to learn the implementation steps of integrated marketing communication at PT Win – Win Realty Centre. During the three and half month's internship, it has been discovered that the implementation of integrated marketing communication was not in accordance with the company's goals which had an impact on PT Win – Win Realty Centre's participation rate of promotion program. The problems that have been found in the implementation are communication objective are not maximized, ineffective message delivery, and lack of feedback and evaluation. The recommendation that can be implemented are maximise the company's promotion mix sales promotion and digital marketing usage, improving the selection of message source and do evaluation for every promotion tools to create an effective communication at the company.

Keywords: integrated marketing communication, effective communication, promotion mix