

PENERAPAN *INTEGRATED MARKETING COMMUNICATION* DALAM
PENGENALAN PRODUK DAN PROMOSI KOOMCHA DI SURABAYA.

Immanuel Kanisius Mikhael Christanto
Manajemen Pemasaran

Dudi Anandya
Christina Rahardja

ABSTRAK

Koomcha merupakan perusahaan baru di bidang Food and Beverage yang berfokus pada minuman kesehatan Kombucha hasil fermentasi alami. Perusahaan mengalami hambatan dalam mengenalkan produk dan melakukan promosi secara efektif, sehingga banyak target audiens yang belum mengenal produk Koomcha. Untuk mengatasi permasalahan tersebut, Koomcha menerapkan pendekatan *Integrated Marketing Communication* (IMC) melalui berbagai saluran komunikasi guna meningkatkan efektivitas pengenalan produk, promosi, serta interaksi dengan pelanggan.

Studi ini bertujuan untuk membantu Koomcha dalam meningkatkan *brand awareness*, penjualan, dan *engagement rate* media sosial. IMC diterapkan melalui tujuh tahapan: mengidentifikasi target audiens, menentukan tujuan komunikasi, merancang pesan, memilih saluran dan media komunikasi, menentukan sumber pesan, mengumpulkan umpan balik, serta menganalisis engagement media sosial. Hasil penelitian menunjukkan bahwa penerapan IMC memberikan dampak positif, ditandai dengan peningkatan kesadaran merek, penjualan, dan tingkat keterlibatan audiens.

Kata kunci: *Integrated Marketing Communication, awareness, engagement rate.*

*"THE IMPLEMENTATION OF INTEGRATED MARKETING
COMMUNICATION IN PRODUCT INTRODUCTION AND PROMOTION OF
KOOMCHA IN SURABAYA."*

Immanuel Kanisius Mikhael Christanto
Manajemen Pemasaran

Dudi Anandya
Christina Rahardja

ABSTRACT

Koomcha is a new company in the Food and Beverage sector that focuses on healthy Kombucha drinks made through a natural fermentation process. The company has faced challenges in effectively introducing and promoting its products, resulting in many target audiences being unfamiliar with Koomcha. To address this issue, Koomcha implemented an Integrated Marketing Communication (IMC) approach through various communication channels to enhance product introduction, promotion effectiveness, and customer interaction.

This study aims to assist Koomcha in improving brand awareness, sales, and social media engagement rate. IMC is implemented through seven stages: identifying the target audience, determining communication objectives, designing the message, selecting communication channels and media, choosing the message source, gathering feedback, and analyzing social media engagement. The results show that IMC implementation had a positive impact, marked by increased brand awareness, sales, and audience engagement.

Keywords: *Integrated Marketing Communication, awareness, engagement rate.*