

IMPLEMENTASI KEGIATAN PERIKALANAN PADA PT SAMATOR LAND DALAM MENINGKATKAN PENJUALAN PROPERTI DI THE SAMATOR SUPERBLOCK SURABAYA

Maharani Ayu Aisyah
Creative Digital Marketing
Indarini
Dudi Anandya

ABSTRAK

Laporan kerja lapangan ini bertujuan untuk menggambarkan Implementasi Kegiatan periklanan yang diterapkan oleh PT Samator Land dalam mendukung penjualan properti di kawasan The Samator Superblock Surabaya. Berdasarkan hasil observasi selama masa magang pada divisi *Marketing and Sales*, ditemukan bahwa media periklanan yang digunakan sebelumnya belum tersusun secara optimal dari sisi kelengkapan informasi, daya tarik visual, serta konsistensi identitas merek, sehingga belum sepenuhnya mendukung aktivitas penjualan. Implementasi difokuskan pada pembuatan ulang *Flyer*, pembaruan desain *Banner*, serta pengadaan *corporate merchandise* sebagai media periklanan pendukung. Proses implementasi dilakukan secara sistematis melalui tahapan identifikasi kondisi media *existing*, perumusan kebutuhan promosi, pengembangan desain visual, implementasi, serta evaluasi penggunaan media. Hasil implementasi menunjukkan bahwa media periklanan yang diperbarui mampu meningkatkan kejelasan penyampaian informasi produk dan membantu tim *sales* dalam menjelaskan nilai kawasan secara lebih ringkas dan terstruktur. Hasil ini menunjukkan bahwa penerapan periklanan yang terencana dan konsisten mampu mendukung kinerja penjualan serta memperkuat citra The Samator Superblock.

Kata Kunci: *Marketing Communication Mix, Advertising, Sales, Property, Promotion*

**IMPLEMENTATION OF ADVERTISING ACTIVITIES BY
PT SAMATOR LAND TO ENHANCE PROPERTY SALES IN
THE SAMATOR SUPERBLOCK SURABAYA**

Maharani Ayu Aisyah
Creative Digital Marketing
Indarini
Dudi Anandya

ABSTRACT

This fieldwork report aims to describe the implementation of advertising activities carried out by PT Samator Land in supporting property sales within The Samator Superblock area in Surabaya. Based on observations conducted during the internship period in the Marketing and Sales Division, it was found that the previously used advertising media had not been optimally structured in terms of information completeness, visual appeal, and brand identity consistency, and therefore had not fully supported sales activities. The implementation focused on redesigning promotional flyers, updating Banner designs, and procuring corporate merchandise as supporting advertising media. The implementation process was carried out systematically through several stages, including the identification of existing advertising media conditions, formulation of promotional needs, development of visual designs, implementation, and evaluation of media usage. The results of the implementation indicate that the updated advertising media improved the clarity of product information delivery and assisted the sales team in communicating the value of the area in a more concise and structured manner. These findings demonstrate that well-planned and consistently implemented advertising activities are able to support sales performance and strengthen the brand image of The Samator Superblock.

Keywords: Marketing Communication Mix, Advertising, Sales, Property, Promotion