



Teori dan Praktik Efektif



Panduan Komprehensif untuk Menguasai IMC, Perilaku Konsumen, dan Strategi Pemasaran Modern

Komunikasi Pemasaran Terpadu

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+ Panduan Komprehensif untuk Menguasai IMC,
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"Komunikasi Pemasaran" adalah panduan komprehensif yang membahas konsep, strategi, dan praktik terkini dalam dunia pemasaran yang terintegrasi dengan baik. Buku ini dirancang untuk memberikan pemahaman mendalam tentang bagaimana komunikasi yang efektif dapat menjadi kunci kesuksesan dalam mencapai tujuan bisnis.

Dari definisi dasar tentang Komunikasi Pemasaran hingga strategi perencanaan IMC, setiap bab dalam buku ini membahas topik-topik yang relevan dengan ilmu pemasaran. Pembaca akan diajak untuk memahami perilaku konsumen, konsep Integrated Marketing Communication (IMC), etika dalam pemasaran, hingga pemilihan media komunikasi pemasaran.

Melalui pembahasan yang komprehensif, pembaca akan diperkenalkan dengan teori-teori terkait dan diberikan contoh-contoh praktik serta studi kasus untuk memberikan pemahaman yang lebih mendalam. Setiap bab dilengkapi dengan rangkuman untuk membantu pembaca mengkonsolidasikan pemahaman mereka, serta serangkaian pertanyaan untuk merangsang pemikiran kritis dan refleksi.

Dengan fokus pada integrasi berbagai elemen komunikasi pemasaran, buku ini tidak hanya menjadi panduan yang bermanfaat bagi mahasiswa dan akademisi di bidang pemasaran, tetapi juga menjadi sumber inspirasi dan panduan praktis bagi para praktisi pemasaran yang ingin meningkatkan keterampilan dan pengetahuannya dalam Komunikasi Pemasaran yang terpadu.

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Junaidi Hendro S.E., M.M



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PENERBIT CV.EUREKA MEDIA AKSARA

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KATA PENGANTAR

Selamat datang dalam pengantar yang menemani perjalanan Anda dalam memahami dan menggali lebih dalam tentang dunia Komunikasi Pemasaran. Buku ini dirancang untuk memberikan pemahaman komprehensif tentang konsep, strategi, dan praktik terkini dalam Komunikasi Pemasaran yang efektif dan terpadu.

Komunikasi Pemasaran merupakan fondasi utama dalam mencapai kesuksesan dalam dunia bisnis saat ini. Dengan adanya perubahan yang dinamis dalam perilaku konsumen, perkembangan teknologi, dan lanskap bisnis yang terus berubah, penting bagi para profesional pemasaran untuk memahami betapa krusialnya peran komunikasi yang terintegrasi dengan baik.

Buku ini menyajikan materi-materi yang disusun secara sistematis, dimulai dari konsep dasar tentang Komunikasi Pemasaran hingga strategi dan kerangka kerja perencanaan yang dapat diterapkan secara praktis dalam lingkungan bisnis. Melalui bab-bab yang komprehensif, pembaca akan diajak untuk memahami pentingnya integrasi berbagai elemen komunikasi pemasaran, baik dalam ranah tradisional maupun digital.

Buku ini berjudul “Komunikasi Pemasaran Terpadu: Teori dan Praktik Efektif Panduan Komprehensif untuk Menguasai IMC, Perilaku Konsumen, dan Strategi Pemasaran Modern” yang didalamnya terdiri dari 13 Bab diantaranya sebagai berikut :

- Bab 1 Komunikasi Pemasaran Terpadu
- Bab 2 Ruang Lingkup Komunikasi Pemasaran
- Bab 3 Perilaku Konsumen
- Bab 4 Integrated Marketing Communication (IMC)
- Bab 5 Etika Integrated Marketing Communication (IMC)
- Bab 6 Strategi dan Kerangka Kerja Perencanaan IMC
- Bab 7 Peranan Tujuan Organisasi, Konsep Positioning dan Strategi Posisi
- Bab 8 Strategi Efektif dalam Komunikasi dan Konten Digital
- Bab 9 Strategi Advertising dalam Pemasaran dan Peningkatan Penjualan

Bab 10 Sponsorship dan Public Relations dalam Strategi Pemasaran

Bab 11 Konsep, Metode dan Teknik Direct Marketing

Bab 12 Eksplorasi Konsep Media Tradisional, Profil Audiens, Jenis Media, dan Evaluasi Media

Bab 13 Memilih Media Komunikasi Pemasaran

Setiap bab dilengkapi dengan rangkuman yang membantu pembaca untuk mengkonsolidasikan pemahaman mereka, serta serangkaian pertanyaan yang merangsang pemikiran kritis dan refleksi, sehingga memperdalam pemahaman akan materi yang disajikan.

Kami berharap bahwa buku ini tidak hanya menjadi panduan yang bermanfaat bagi mahasiswa dan akademisi di bidang pemasaran, tetapi juga menjadi sumber inspirasi dan panduan praktis bagi para praktisi pemasaran yang ingin meningkatkan keterampilan dan pengetahuannya dalam Komunikasi Pemasaran yang terpadu. Selamat membaca.

Jakarta, 18 Mei 2024

Penulis

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TENTANG PENULIS



Antaiwan Bowo Pranogyo, biasa dipanggil Bowo, Lahir di Jakarta 25 Januari 1974. Merupakan anak dari pasangan Bapak Wakidi Karto dan Ibu Suhargianingsih. Seorang pembelajar dan pengajar, moto hidupnya: “Memberi *Value Added* kepada masyarakat adalah kewajiban bukan hak”. Belajar dan mengajar adalah

bagian dari pengembangan diri untuk terus berbuat baik. Ia adalah ayah dari Muhammad Audy Setiawan dan Keysha Alea Nurcahya buah pernikahannya dengan Andi Aida Nurhaida. Antaiwan Bowo Pranogyo telah melahirkan beberapa pedoman terkait dengan Audit Internal diantaranya Pedoman Umum dan Pedoman Audit Berbasis Risiko, Pedoman Compliance K3 dan K3L, Pedoman Opini Audit Internal, Pedoman Audit Sumber Daya Manusia Berbasis Risiko, Pedoman Audit Rating, Pedoman Transformasi dan Audit Budaya Organisasi, Kamus Kompetensi dan Pedoman Standar Operasional Prosedur (SOP) Inspektorat Pemerintah Daerah Tingkat II. Di samping itu Antaiwan Bowo Pranogyo juga salah satu penulis buku terkait dengan Sumber Daya Manusia yaitu Buku Perilaku Organisasi (Widina,2021), Kepemimpinan Cendekia (Gramedia Pustaka Utama,2020), *The Secret to Millennial Engagement* (Gramedia Pustaka Utama,2019), dan *HR As a Credible Business Partner* (Gramedia Pustaka Utama,2019). Saat ini bekerja sebagai Planning and Development Head di Terminal Petikemas Koja dan juga tercatat sebagai Dosen pada Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta (STEI), STIE YPN Bekasi, Tutor on Line Universitas Terbuka Jakarta, Senior Instruktur pada PIA-YPIA, Trainer dan Assessor LSP PIA, Konsultan pada PT BAI, Advisor PT Sumber Daya Multi Cendekia dan PT Sumber Daya Mineral. Pendidikan terakhir S3 Ilmu Manajemen (MSDM) dari UNJ. Sertifikat profesi yang dimiliki *Qualified Internal Auditor (QIA)*, *Certified Risk Management Profesional (CRMP)*, *Certified Fraud*

Examiner (CFE), Computer Hacking Forensic Investigator (CHFI), Certified Associate in Project Management (CAPM), Certified ITILv3, Certified Assessor Competency (BNSP), Certified Human Capital Manager, Enterprise Risk Management Associate Professional (ERMAP) dan Certified GRC for Professional Executive (GRCE). Pendidikan formal tertinggi diselesaikan pada Pasca Sarjana Universitas Jayabaya Jakarta, mengambil konsentrasi Manajemen Keuangan pada tahun 2014. Sedangkan gelar Sarjana Ekonomi Jurusan Akuntansi di peroleh pada Universitas Borobudur Jakarta pada tahun 1996. Adapun studi doktoralnya diselesaikan di Universitas Negeri Jakarta dengan mengambil konsentrasi Ilmu Manajemen Sumber Daya Manusia pada tahun 2021. Bowo dan sahabatnya ALA mendirikan SDM Cendekia untuk memberikan nilai tambah dalam pengembangan SDM di Indonesia. Bowo dapat dihubungi di alamat email antaiwan.bowo@gmail.com dan ponsel 081219640036.



Junaidi Hendro adalah seorang penulis yang lahir di Jakarta pada tanggal 25 Januari 1971. Ia adalah seorang penganut agama Islam. Saat ini, Junaidi Hendro menjabat sebagai seorang dosen di Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta. Ia memiliki latar belakang pendidikan S2 dalam bidang Manajemen.

Pengalaman Kerja dan Organisasi Junaidi Hendro sangat beragam. Selain menjadi seorang dosen, ia juga merupakan pemilik PT. Hemal Agranusa, sebuah perusahaan yang bergerak dalam produksi alat dan mesin pertanian. Selain itu, Junaidi Hendro aktif dalam mendukung Usaha Mikro, Kecil, dan Menengah (UMKM) melalui program JakPreneur di Jakarta Utara. Junaidi Hendro juga memiliki pengalaman dalam dunia organisasi, di antaranya sebagai pengurus DPD HIPPI DKI Jakarta sejak tahun 2021 hingga sekarang. Selain itu, ia juga terlibat dalam pengurus LPNU Jakarta Utara sejak tahun 2022 dan pengurus Posyantek Kelurahan Pegangsaan Dua untuk periode 2022-2025. Dengan beragam

pengalaman dan komitmen dalam bidang ekonomi, pendidikan, dan pengembangan UMKM, Junaidi Hendro adalah seorang penulis yang memiliki wawasan luas dan kualifikasi yang kuat dalam berbagai bidang.