

ABSTRAK

Gina Alya Nurhazanah: Pengelolaan *Digital Marketing Communications* BUMS (Studi Deskriptif Kualitatif pada PT Telkomsel Regional Jawa Barat)

Jumlah pengguna media digital terus bertumbuh dengan niat penggunaan yang beragam, salah satunya adalah untuk melakukan pencarian mengenai suatu merek, sehingga perusahaan perlu mengadaptasi strategi *integrated marketing communications* pada ranah digital untuk memperkuat ekuitas merek melalui *platform* yang populer digunakan oleh masyarakat. Oleh karena itu, penelitian ini bertujuan untuk menganalisis strategi *digital marketing communications* PT Telkomsel Regional Jawa Barat

Analisis penelitian ini dilakukan berdasarkan konsep *Integrated Marketing Communications* oleh Kotler dan Keller yang meliputi periklanan, promosi penjualan, pemasaran langsung dan interaktif, pemasaran dari mulut ke mulut, penjualan personal, acara dan pengalaman, serta *public relations* dan publisitas. Penelitian ini menggunakan paradigma konstruktivisme dan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi partisipatoris pasif dan wawancara mendalam.

Hasil penelitian menunjukkan bahwa PT Telkomsel Regional Jawa Barat menjalankan strategi *digital marketing communications* melalui tujuh strategi utama. (1) Periklanan ditunjukkan konten iklan pada media sosial dan kampanye *digital ads*. (2) Promosi Penjualan diimplementasikan melalui program berinsentif dan program *bundling*. (3) Pemasaran Langsung dan Interaktif diwujudkan melalui kegiatan siaran langsung. (4) Pemasaran dari Mulut ke Mulut ditunjukkan melalui liputan bersama pelanggan setia dan kolaborasi dengan *Key Opinion Leader*. (5) Penjualan Personal dilakukan melalui komunikasi personal di media sosial. (6) Acara dan Pengalaman dijalankan melalui pelaksanaan webinar dalam rangkaian program CSR. (7) *Public Relations* dan Publisitas diwujudkan melalui publikasi pers dan advertorial pada media.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa PT Telkomsel Regional Jawa Barat menjalankan strategi *digital marketing communications* melalui pendekatan yang berorientasi pada pelanggan dengan menerapkan taktik yang bersifat tematik maupun nontematik pada aktivitas komunikasi pemasaran untuk meningkatkan penjualan dan memelihara ekuitas merek di ranah digital.

Kata Kunci: *Marketing PR, Digital Marketing Communications, Ekuitas Merek.*

ABSTRACT

Gina Alya Nurhazanah: *Digital Marketing Communications Management in a Private Company (A Qualitative Descriptive Study at PT Telkomsel West Java Regional)*

The number of digital media users continues to grow with diverse usage intentions, one of which is to search for information about a brand, so companies need to adapt integrated marketing communications strategies in the digital sphere to strengthen brand equity through platforms that are popular among the public. Therefore, this study aims to analyze the digital marketing communications strategy of PT Telkomsel West Java Regional.

The analysis in this study is based on the concept of Integrated Marketing Communications by Kotler and Keller, which includes advertising, sales promotion, direct and interactive marketing, word-of-mouth marketing, personal selling, events and experiences, as well as public relations and publicity. This study uses a constructivism paradigm and a descriptive qualitative approach, with data collection techniques through passive participatory observation and in-depth interviews.

The findings indicate that PT Telkomsel West Java Regional implements its digital marketing communications strategy through seven main approaches. (1) Advertising is carried out through social media advertising content and digital advertising campaigns. (2) Sales promotion is implemented through incentive-based programs and bundling programs. (3) Direct and interactive marketing is conducted through live streaming activities. (4) Word-of-mouth marketing is demonstrated through collaborative content featuring loyal customers and partnerships with Key Opinion Leaders (KOLs). (5) Personal selling is conducted through personalized communication on social media. (6) Events and experiences are implemented through webinars organized as part of the company's Corporate Social Responsibility (CSR) programs. (7) Public relations and publicity are carried out through press releases and advertorial publications in the media.

Based on the research findings, it can be concluded that PT Telkomsel West Java Regional implements a digital marketing communications strategy through a customer-oriented approach by applying both thematic and non-thematic tactics in its marketing communication activities to increase sales and maintain brand equity in the digital sphere

Keywords: *Marketing PR, Digital Marketing Communications, Brand Equity.*