

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan Evaluasi Penerapan *Integrated Marketing Communication* pada produk Classy&Co khusus pria. Cara berkomunikasi akan berkembang terus seiring dengan perubahan yang terjadi di masyarakat, bagaimana pola hidup masyarakat akan mempengaruhi cara-cara yang akan digunakan dalam melakukan komunikasi atau berpromosi.

Masing-masing kegiatan promosi melalui penerapan *Integrated Marketing Communication* juga sangatlah luas dan mempunyai banyak cara. Perlu adanya faktor analisis *Integrated Marketing Communication* yang meliputi *Advertising, Direct Marketing, Internet Marketing, Sales Promotion, Public Relation, Words of Mouth* dan *Personal Selling* untuk mampu mengkomunikasikan dengan baik kepada customer mengenai brand Clasy&Co khusus Pria. Dengan memperhatikan faktor-faktor tersebut diatas, maka penelitian ini mengangkat judul “Evaluasi Penerapan *Integrated Marketing Communication* pada Produk Classy&Co For men”

Berdasarkan hasil analisis yang telah dilakukan melalui wawancara kepada 6 narasumber yang dimana 4 diantaranya merupakan konsumen dan calon konsumen Classy&Co dan 2 diantaranya merupakan ahli fashion dan marketing. Penelitian yang dilakukan dalam thesis ini berhasil memberikan evaluasi terhadap *Integrated Marketing Communication* yang telah dilakukan Classy&Co dan menghasilkan temuan bahwa beberapa perbaikan perlu diterapkan kepada aspek-aspek *Integrated Marketing Communication* yang terdiri dari tujuh elemen yaitu *advertising, sales promotion, public relation, direct marketing, interactive marketing, word of mouth marketing, dan personal selling*.

Peneliti merasa bahwa ke-tujuh elemen *Integrated Marketing Communication* tersebut sangat penting untuk usaha dibidang fashion, terlebih apabila bisnis fashion tersebut ingin terus berkembang dan menciptakan lini baru. Melalui *Integrated Marketing Communication*, suatu usaha dapat memberitahukan kepada pasar mengenai keunggulan dan keuntungan membeli suatu produk terhadap calon konsumen. Oleh karena itu, Classy&Co perlu memaksimalkan ke-delapan elemen IMC yang disesuaikan dengan anggaran promosi perusahaan dan keefektifan promosi yang ditetapkan.

Kata kunci: *Integrated Marketing Communication, Advertising, Direct Marketing, Internet Marketing, Sales Promotion, Public Relation, Words of Mouth dan Personal Selling*

ABSTRACT

This study aims to describe the Evaluation of Integrated Marketing Communication and Implementation on Classy & Co products for men. The way to communicate to customer will also change as the time goes by, especially how lifestyle can affect the way to do promotion and communicate. Each promotional activity through the implementation of Integrated Marketing Communication is also very broad and has many ways. It needs an Integrated Marketing Communication analysis factor that includes Advertising, Direct Marketing, Internet Marketing, Sales Promotion, Public Relation, Words of Mouth and Personal Selling to be able to communicate well to customer about Classy&Co brand.

Based on the results of the analysis that has been done through interviews to 6 sources consists of consumers and prospective customers of Classy & Co and 2 of them are the experts in fashion and marketing. The research done in this thesis successfully evaluates Integrated Marketing Communication which has been done by Classy & Co and resulted findings that some improvement needs to be applied to the aspects of Integrated Marketing Communication which consists of seven elements: advertising, sales promotion, public relations, direct marketing, interactive marketing, word of mouth marketing, and personal selling.

Researcher feels that the seven elements of Integrated Marketing Communication is very important for business in the field of fashion, especially if the fashion business wants to continue to grow and create new lines. Through Integrated Marketing Communication, a business can tell the market about the advantages and benefits of buying a product to prospective customers. Therefore, Classy & Co needs to maximize all eight IMC elements that are tailored to the company's promotional budget and the effectiveness of the set campaign.

Keywords: Integrated Marketing Communication, Advertising, Direct Marketing, Internet Marketing, Sales Promotion, Public Relations, Words of Mouth and Personal Selling