

ABSTRACT

Frida Olivia Esya, 170220070035, “Ayo ke Kantor Pos” (A Case Study Marketing Communication of PT Pos Indonesia), under the guidance of Prof. Dr. H. Engkus Kuswarno, M.S. and Drs. Iriana Bakti M.Si.

The objective of this research is to understand the backgrounds of the marketing communication strategy “Ayo ke Kantor Pos”, the process of group discussion that came about in formulating the marketing communication strategy and the marketing communication strategy “Ayo ke Kantor Pos” itself.

The research applies qualitative approach, using case study. The case study method used is descriptive case study, a case study that tries to deeply describe details in connection of the question how this strategy was formed and why this program was selected. Data were accessed from intensive interviews, with guided focus and thoroughly directed toward the research subjects to obtain more accurate, comprehensive and credible data. To complete and to enrich the data or information accessed, observation and documentation study were also carried out.

The research results show that the marketing communication strategy “Ayo ke Kantor Pos” is the communication strategic theme of PT Pos Indonesia in the period of 2009-2010 backed by the effort to face high business competition in the field of post and logistics to improve services by coordinating functions to offer maximum quality services in post offices by conducting three-pillar services, namely, operational excellence, service excellence dan physical evidence, which at the beginning was an internal business campaign using “Ayo ke Kantor Pos” as its tagline. In later development a team was set up to promote the campaign spirit “Ayo ke Kantor Pos”. In time of the formation of Business Marketing and Development Directorate, “Ayo ke Kantor Pos” became the program of marketing communication of PT Pos Indonesia.