

ABSTRAK

Penelitian dengan judul Strategi Komunikasi Pemasaran PT Hilon Sumatera dalam Meningkatkan Minat Beli Konsumen di Kota Banda Aceh bertujuan untuk mengetahui dan mendeskripsikan strategi komunikasi pemasaran yang diterapkan PT Hilon Sumatera dalam meningkatkan minat beli konsumen di Kota Banda Aceh. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi terhadap pihak PT Hilon Sumatera serta konsumen sebagai informan penelitian. Analisis data menggunakan tahapan reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Penelitian ini mengacu pada konsep *Integrated Marketing Communication (IMC)* yang meliputi periklanan (*advertising*), hubungan masyarakat (*public relations*), promosi penjualan (*sales promotion*), pemasaran langsung (*direct marketing*), dan penjualan personal (*personal selling*). Penerapan strategi komunikasi pemasaran di PT Hilon Sumatera memperlihatkan bahwaperusahaan telah mengoptimalkan kelima unsur IMC sesuai dengan karakteristik produk dan kebutuhan pelanggan. Periklanan dilakukan melalui penggunaan brosur, katalog, dan sampel produk sebagai media pendukung saat kegiatan promosi berlangsung. Hubungan masyarakat diwujudkan melalui pelayanan yang responsif, komunikasi yang terbuka, serta tindak lanjut terhadap masukan dan keluhan pelanggan sebagai upaya menjaga hubungan yang berkelanjutan. Promosi penjualan dilakukan dengan memberikan potongan harga, bonus produk, promosi pada momen tertentu, serta fasilitas gratis ongkos kirim sesuai dengan karakteristik pelanggan. Pemasaran langsung diterapkan melalui kunjungan tatap muka yang dilanjutkan dengan komunikasi melalui WhatsApp dan telepon, sedangkan penjualan personal menjadi strategi yang paling dominan karena tenaga pemasaran berinteraksi secara langsung, menggali kebutuhan pelanggan, serta menjelaskan kualitas dan keunggulan produk sebelum keputusan pembelian dilakukan. Penerapan kelima unsur tersebut saling melengkapi dalam membangun pemahaman dan kepercayaan konsumen, sehingga mampu mendukung peningkatan minat beli terhadap produk PT Hilon Sumatera di Kota Banda Aceh.

Kata Kunci: Strategi Komunikasi Pemasaran, *Integrated Marketing Communication*, Minat Beli Konsumen, Kota Banda Aceh.

ABSTRACT

The research titled Marketing Communication Strategy of PT Hilon Sumatera in Increasing Consumer Purchase Interest in Banda Aceh City aims to determine and describe the marketing communication strategy implemented by PT Hilon Sumatera in increasing consumer purchase interest in Banda Aceh City. This research uses a qualitative method with a descriptive approach. Data collection was carried out through observation, interviews, and documentation of PT Hilon Sumatera and consumers as research informants. Data analysis used the stages of data reduction, data presentation, and drawing conclusions and verification. This research refers to the concept of Integrated Marketing Communication (IMC) which includes advertising, public relations, sales promotion, direct marketing, and personal selling. The implementation of marketing communication strategy at PT Hilon Sumatera shows that the company has optimized the five elements of IMC in accordance with product characteristics and customer needs. Advertising is carried out through the use of brochures, catalogs, and product samples as supporting media during promotional activities. Public relations is realized through responsive service, open communication, and follow-up on customer input and complaints as an effort to maintain sustainable relationships. Sales promotion is carried out by providing price discounts, product bonuses, promotions at certain moments, and free shipping facilities in accordance with customer characteristics. Direct marketing is applied through face-to-face visits followed by communication via WhatsApp and telephone, while personal selling is the most dominant strategy because marketing personnel interact directly, explore customer needs, and explain the quality and advantages of the product before purchasing decisions are made. The implementation of these five elements complement each other in building consumer understanding and trust, so that they are able to support the increase in purchase interest towards PT Hilon Sumatera's products in Banda Aceh City.

Keywords: *Marketing Communication Strategy, Integrated Marketing Communication, Consumer Purchase Interest, Banda Aceh City.*