

ABSTRACT

Sirrul Bari. 2015. THESIS. Title: "Strategies Integrated Marketing Communication (IMC) in Building Brand Equity Toyota Avanza (Study on PT. Astra International, Tbk - AUTO 2000 Toyota Branch Sukun Malang)"

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Keywords :IMC, Brand Equity

Competition becomes a powerful marketing world, small and large companies are looking for a more appropriate way to communicate effectively and efficiently for the target audience. Particularly in the automotive world, the market has fulfilled various forms of communication. A separate communication has been questioned by many parties, and many switch in integrated marketing communications. Avanza is one car brand which has strong brand equity among the people of Indonesia. Therefore, researchers interested in studying under the title Strategies Integrated Marketing Communications (IMC) in Building Brand Equity Toyota Avanza.

This study uses descriptive qualitative approach. This study tries to "make a picture" of a particular situation. Subjects are sales supervisor, sales and customers. Data analysis is performed by organizing the data, translate it into units, organize it into a pattern, choose what is important and that will be studied, and make conclusions. Data are collected by means of observation, interviews, documentation and triangulation. To analyze the data through: analysis before on the ground, in the field for Miles and Huberman analysis model, data reduction, data presentation and conclusion drawing / verification.

The results show that the IMC in building brand equity in PT Toyota Avanza, Astra International Tbk - AUTO 2000 Toyota Branch Sukun Malang, performs with various forms of marketing communication, among others: personal selling, publicity, advertising, sales promotion, sponsorship marketing and point of purchase communication as well as public relations. It can be concluded that IMC strategy of the company is able to build brand equity Toyota Avanza.