

INTISARI

PT Pertamina Lubricants menghadapi tantangan komunikasi korporat B2B di sektor agribisnis kelapa sawit berupa kesenjangan antara kompleksitas data teknis pelumas dengan kapasitas kognitif pengambil keputusan non-teknis. Media utama yang selama ini digunakan, yakni buku panduan teknis bernama LubGuide setebal lebih dari 300 halaman, terbukti memicu *information overload* dan *semantic noise* yang menurunkan efisiensi penjualan. Penelitian ini bertujuan untuk (1) mengidentifikasi tantangan komunikasi tim sales dalam menjangkau sektor kelapa sawit, (2) merancang dan memproduksi flyer promosi yang mengintegrasikan prinsip komunikasi visual dan *brand guidelines korporat*, serta (3) mengevaluasi kelayakan flyer berdasarkan validasi ahli internal. Menggunakan pendekatan kualitatif deskriptif dalam kerangka *Research & Development* (R&D) dengan model ADDIE, data dikumpulkan melalui observasi partisipatif, wawancara mendalam, dan studi dokumentasi. Sembilan informan internal PT Pertamina Lubricants Sales Region III yang merepresentasikan fungsi sales, *marketing*, teknis, dan desain grafis bertindak sebagai validator melalui delapan siklus revisi desain. Hasil penelitian menunjukkan bahwa flyer berhasil menyederhanakan data teknis pelumas spesifik kelapa sawit pada tiga tahap operasional (budidaya, pengolahan, dan distribusi) dengan penerapan prinsip komunikasi visual yang mencakup kontras, hirarki, kesatuan, dan kedekatan. Validasi triangulasi sumber mengkonfirmasi akurasi informasi teknis, kepatuhan *brand guidelines*, dan fungsionalitas praktis sebagai instrumen *sales enablement* B2B. Penelitian ini berkontribusi pada kerangka metodologis pengembangan media komunikasi korporat di sektor agroindustri B2B.

Kata Kunci: desain, flyer promosi, strategi pesan, kelapa sawit, komunikasi visual, pemasaran B2B

ABSTRACT

PT Pertamina Lubricants faces a critical communication challenge in its B2B marketing approach within the palm oil agribusiness sector: the gap between the complexity of technical lubricant data and the cognitive capacity of non-technical decision-makers. The primary communication medium previously used, a 300-page technical guidebook (LubGuide) was found to cause information overload and semantic noise, thereby reducing sales conversion efficiency. This study aimed to (1) identify communication challenges faced by sales teams targeting the palm oil sector, (2) design and produce a promotional flyer integrating visual communication principles and corporate brand guidelines, and (3) evaluate flyer feasibility based on internal expert validation. Using a qualitative descriptive approach embedded within a Research & Development (R&D) framework with the ADDIE model, data were collected through participatory observation, in-depth interviews, and documentation. Nine internal informants from PT Pertamina Lubricants Sales Region III representing sales, marketing, technical engineering, and graphic design functions served as validators across eight iterative design drafts. Results show that the flyer successfully simplified palm oil-specific technical data across three operational stages (cultivation, processing, and distribution) using visual communication principles including contrast, hierarchy, unity, and proximity. Multi source validation confirmed the flyer's technical accuracy, brand guideline compliance, and practical utility as a B2B sales enablement tool. This study contributes a methodological framework for developing corporate communication media in the agro-industrial B2B sector.

Keyword: *B2B marketing, design, message strategy, palm oil industry, promotion flyer, visual communication*