

INTISARI

Penelitian ini bertujuan untuk melakukan identifikasi dan analisis tahapan pengembangan desain komunikasi terintegrasi yang ada di BNI Japan Desk seperti yang dijelaskan dalam Kotler dan Keller (2016) kepada (calon) nasabah yakni korporasi Jepang di Indonesia agar *brand awareness* serta peningkatan *brand purchase intention* terwujud. Menggunakan metoda kualitatif-studi kasus, penelitian ini mencoba memahami dan mendeskripsikan permasalahan yang ada di Japan Desk, serta menjelaskan tiap-tiap langkah dalam penyusunan strategi komunikasi pemasaran terintegrasi yang ada serta didukung bagaimana pandangan dari nasabah Jepang yang ada di Indonesia terkait BNI Japan Desk. Metode tersebut juga didukung dengan metode Triangulasi untuk mendapatkan konsistensi dari data dan hasil wawancara. Data diperoleh langsung dari hasil wawancara mendalam dengan narasumber baik dari pihak nasabah Jepang dan pihak BNI, serta adanya data sekunder dari data dan arsip tertulis. Dari data tersebut diperoleh informasi dan gambaran dari masing-masing tahapan pengembangan desain komunikasi terintegrasi yang diterapkan di BNI Japan Desk serta pandangan nasabah Jepang. Tahap terakhir adalah dari hasil analisis data akan didapatkan reduksi data, penyajian data, dan kesimpulan/ verifikasi terkait analisis tahapan pengembangan desain komunikasi terintegrasi yang ada di BNI Japan Desk yang juga didukung dengan hasil metode triangulasi.

Kata kunci: *brand awareness, brand purchase intention, generic strategic, designing and managing integrated marketing communications, marketing communications, banking, effective communications, qualitative.*

ABSTRACT

This research is aimed to identify and analyze steps in developing design integrated communication in BNI Japan Desk as described in Kotler and Keller (2016) to customers that is Japanese corporates who is located in Indonesia in order to develop brand awareness followed by the enhancement of brand purchase intention. Using qualitative method-study case, this research tried to understand and describe some problems in Japan Desk, and explain each step in designing integrated marketing communication strategies supported with how Japanese customers' perspectives in Indonesia about Japan Desk. That method also supported with triangulation method to get consistency of in-depth-interview result. The data directly got from in-dept-interview with respondents both from Japanese corporates side and BNI side, also from secondary data which are got from written data. From the data, information and description of each step implemented by BNI Japan Desk and Japanese customers' perspective are clearly described. The last step is that from the analysis result will be obtained data reduction, data presentation, and conclusion related to the steps in designing integrated marketing communication process that implemented in BNI which supported with triangulation method result.

Keywords: *brand awareness, brand purchase intention, generic strategic, designing and managing integrated marketing communications, marketing communications, banking, effective communications, qualitative*