

ABSTRAK

PENERAPAN PEMASARAN HOLISTIK PADA PT TEMPO INTI MEDIA TBK. UNTUK KEBERLANJUTAN BISNISNYA

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Keberadaan PT Tempo Inti Media hingga hari ini meski pernah dibredel dua kali, membuktikan Tempo masih dapat bertahan. Industri media saat ini mengalami banyak tantangan akibat perubahan teknologi. Banyak media konvensional yang tidak dapat bertahan dan akhirnya tutup. Penelitian ini bertujuan untuk menganalisis penerapan pemasaran holistik, yaitu internal marketing, integrated marketing, relationship marketing, dan performance marketing pada PT Tempo Inti Media hingga dapat bertahan hingga saat ini dan strategi agar bisnisnya sustain. Analisis penerapan pemasaran holistik di Tempo dilakukan melalui penelitian deskriptif kualitatif untuk menggali informasi dan mengumpulkan data secara lebih rinci dari informan internal perusahaan. Informan merupakan Board of Director (BOD), Pemimpin Redaksi, dan Kepala Bagian Pengembangan SDM. Hasil penelitian menunjukkan bahwa PT Tempo Inti Media selama ini telah menjalankan strategi internal marketing, integrated marketing, relationship marketing dan performance marketing. Namun keempat strategi ini masih belum dipandang sebagai satu kesatuan pemasaran holistik yang dapat menjadi keunggulan bersaing Tempo hingga belum maksimal. Ke depannya, dengan fokus transformasi digital, Tempo dapat mengembangkan relationship marketing dan performance marketing yang lebih tersistematisasi berbasiskan data yang ada, serta melihat keempat komponen pemasaran holistik sebagai satu kesatuan yang harus berjalan bersama dalam menjaga keberlanjutan bisnis Tempo.

Kata kunci: pemasaran holistik, *internal marketing*, *relationship marketing*, *integrated marketing*, *performance marketing*, *business sustainability*, transformasi media

ABSTRACT

APPLICATION OF HOLISTIC MARKETING IN PT TEMPO INTI MEDIA TBK. FOR ITS SUSTAINABILITY

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The existence of PT Tempo Inti Media until today, even though it has been banned twice, proves that Tempo can still survive. The media industry is currently experiencing many challenges due to technological changes. Many conventional media cannot survive and eventually close their business. This study aims to analyze the application of holistic marketing, which is internal marketing, integrated marketing, relationship marketing, and performance marketing at PT Tempo Inti Media so that it can survive until now and a strategy for sustaining its business. The analysis of the application of holistic marketing in Tempo was conducted through qualitative descriptive research to gather information and collect data in more detail from the company's internal informants. Informants are Board of Directors (BOD), Editor in Chief, and Head of HR Development. The results of the study indicate that PT Tempo Inti Media has been implementing internal marketing, integrated marketing, relationship marketing and performance marketing strategies. However, these four strategies are still not seen as a single holistic marketing entity that can be a competitive advantage for Tempo thus it has not been maximized. Going forward, with the focus of digital transformation, Tempo can develop more systematized relationship marketing and performance marketing based on existing data, and see the four components of holistic marketing as a single entity that must work together in maintaining Tempo's business sustainability.

Keywords: holistic marketing, internal marketing, relationship marketing, integrated marketing, performance marketing, business sustainability, Media transformation