



INTISARI

Tugas Akhir ini bertujuan untuk membahas Jogja City Mall, salah satu pusat perbelanjaan di kota Yogyakarta yang terletak di Jalan Magelang KM 5,8. Jogja City Mall yang diresmikan pada tahun 2014 ini memiliki 171 tenant di 7 lantai. Pembahasan akan meliputi profil perusahaan, fasilitas dan layanan yang ditawarkan, beserta strategi bauran promosi yang dilakukan oleh departemen *Event & Promotion*. Metode yang digunakan untuk mengumpulkan data dalam penulisan Tugas Akhir ini adalah dengan mengikuti program magang atau Praktek Kerja Lapangan (PKL) di divisi *Event & Promotion* Jogja City Mall dari 3 Juli 2019 hingga 31 Agustus 2019. Sepanjang masa magang, penulis melakukan observasi dan wawancara dengan staf yang bekerja di kantor manajemen Jogja City Mall. Dalam pelaksanaannya, departemen *Event & Promotion* Jogja City Mall menggunakan strategi *advertising* (periklanan), *public relations* (kehumasan), *personal selling* (penjualan perorangan), *sales promotion* (promosi penjualan), dan *direct marketing* (pemasaran langsung). Untuk periklanan, Jogja City Mall menggunakan periklanan melalui radio, media cetak, internet, *out-of-home*, dan telepon genggam. Dalam melakukan strategi kehumasan, Jogja City Mall mendasarkan pada prinsip PENCILS: *Publications* (publikasi), *Event* (acara), *News* (berita), *Community Involvement* (keterlibatan masyarakat), *Identity Media* (media identitas), *Lobbying* (lobi), *Social Responsibility* (tanggung jawab sosial). Kemudian, Jogja City Mall juga menggunakan metode penjualan perorangan, promosi penjualan, serta pemasaran langsung. Strategi bauran promosi menciptakan citra Jogja City Mall yang lebih baik, yang dapat dilihat dari beberapa sisi: pusat perbelanjaan di Yogyakarta dengan jumlah pengikut terbanyak di Instagram dan pusat perbelanjaan di Yogyakarta dengan penilaian ‘sangat baik’ di TripAdvisor; serta memelihara hubungan yang baik dengan pelanggan, *tenant*, dan rekan-rekan media.

Kata Kunci: Jogja City Mall, Departemen Event & Promotion, Strategi, Bauran Promosi



ABSTRACT

This Final Paper aims to discuss Jogja City Mall, one of the shopping centers in the city of Yogyakarta, located on Jalan Magelang KM 5.8. Jogja City Mall which was established in 2014 has 171 tenants on 7 floors. The discussion will include the company profile, facilities and services offered, along with the promotion mix strategies carried out by the Event & Promotion department. The method used to collect data in the writing of this Final Project is by following the internship program in the Event & Promotion department of Jogja City Mall from July 3, 2019 to August 31, 2019. Throughout the internship period, the writer made observations and interviews with staff working at the Jogja City Mall management office. In its implementation, the Jogja City Mall Event & Promotion department uses advertising, public relations, personal selling, sales promotion, and direct marketing as the strategies to achieve the objectives. For advertising, Jogja City Mall uses advertising through radio, print media, internet, out-of-home, and mobile phone. In performing public relations strategies, Jogja City Mall bases on the principles of PENCILS: Publications, Events, News, Community Involvement, Identity Media, Lobbying, Social Responsibility. Then, Jogja City Mall also uses individual sales, sales promotions, and direct marketing to complete the promotion mix strategy. The outcome provides a better image for Jogja City Mall, which can be seen in various form: the mall with the highest followers on Instagram and the mall receiving the highest 'excellent' rating from TripAdvisor in Yogyakarta; as well as good relationship with customers, tenants, and media partners.

Keywords: Jogja City Mall, Event & Promotion Department, Strategy, Promotion Mix