

ANALISIS BAURAN KOMUNIKASI PEMASARAN PADA RESTORAN MIE GACOAN YOGYAKARTA INTISARI

Oleh :

ANGGITA WIDIYANINGRUM

15/379219/TP/11175

Restoran Mie Gacoan merupakan salah satu restoran yang menyajikan menu olahan mie dengan citarasa pedas di Yogyakarta. Restoran Mie Gacoan ingin agar produknya semakin dikenal masyarakat. Salah satu permasalahan yang dihadapi adalah perlunya jenis komunikasi pemasaran yang tepat agar promosi yang dilakukan oleh restoran dapat diketahui oleh banyak orang bukan hanya mereka yang aktif menggunakan sosial media. Penelitian ini bertujuan menentukan bauran komunikasi pemasaran Mie Gacoan yang tepat sesuai dengan preferensi konsumen.

Metode analisis konjoin dipilih untuk melakukan evaluasi dan identifikasi atribut bauran komunikasi pemasaran terhadap preferensi konsumen. Atribut komunikasi pemasaran yang digunakan terdiri atas periklanan, penjualan tatap muka, promosi penjualan, event dan pengalaman, dan pemasaran langsung. Level dari tiap atribut diperoleh melalui studi literature dan kuesioner pendahuluan. Responden dalam penelitian ini adalah konsumen Mie Gacoan Yogyakarta sejumlah 100 orang.

Hasil dari pengolahan data dengan analisis konjoin diperoleh atribut komunikasi pemasaran restoran Mie Gacoan yang menjadi pilihan utama konsumen, yaitu periklanan menggunakan poster, penggunaan maskot, promosi dengan kupon makan *pay 2 get 3*, expo atau pameran, dan menggunakan situs web. Nilai kepentingan atribut bauran komunikasi pemasaran yang terbentuk untuk memasarkan produk tersebut yaitu promosi penjualan sebesar 33,729%, periklanan sebesar 27,830%, penjualan tatap muka sebesar 15,907%, event dan pengalaman sebesar 11,739%, dan pemasaran langsung sebesar 10,749%.

Kata kunci : bauran komunikasi pemasaran, konjoin, nilai kepentingan

**ANALYSIS OF MARKETING COMMUNICATION MIX
AT MIE GACOAN RESTAURANT YOGYAKARTA
ABSTRACT**

**By :
ANGGITA WIDIYANINGRUM
15/379219/TP/11175**

Mie Gacoan Restaurant is one of the restaurants that serves several menu of spicy noodles in Yogyakarta. Mie Gacoan wants that its products to become more known to the public. One of the problems they are facing right now is the need of the right type of marketing communication, so that the promotions which have been carried out by the restaurants can be known by many people, not just those who actively use sosial media. The purpose of this study is to find out the attributes of marketing communication mix of Mie Gacoan restaurant based on consumer preferences.

Conjoint analysis method is chosen to evaluate as well as to identify the attributes of the product according to the consumer preferences. Marketing communication attributes that being used in this research consist of advertising, personal selling, sales promotion, event and experience, and direct marketing. The level of each attribute is obtained through a study literature and preliminary questionnaire. The amount of respondents in this research is 100 people which categorised as the consumers of Mie Gacoan restaurant.

Based on the processed data done by conjoint analysis, the attribute combinations of marketing communication mix at Mie Gacoan restaurant that have been chosen by the consumers are advertising by posters, using a mascot, promotion with dining coupons pay 2 get 3, expo or exhibition, and using the website. The importance percentage for each attribute of the marketing communication mix that formed to market the product is 33,729% for sales promotion, 27,830% for advertising, 15,907% for personal selling, 11,739% for event and experience, and 10,749% for direct marketing.

Keywords : marketing communication mix, conjoint, importance value