

ABSTRAK

ANALISIS KOMUNIKASI PEMASARAN TERPADU DALAM MENINGKATKAN JUMLAH PERUSAHAAN TERCATAT PT BURSA EFEK INDONESIA

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Komitmen manajemen PT Bursa Efek Indonesia (BEI) dalam menjalankan fungsinya sebagai *regulator* dan *development agent* bagi industri pasar modal senantiasa ditampilkan dalam pelaksanaan program sosialisasi dan edukasi hingga ke daerah-daerah. Namun jumlah Perusahaan Tercatat BEI belum optimal jika dibandingkan dengan jumlah perusahaan yang ada di Indonesia dan jumlah Perusahaan Tercatat di Bursa lainnya yang tergabung dalam World Federation of Exchanges (WFE). Oleh karena itu, penulis melakukan penelitian terkait ragam komunikasi pemasaran terpadu yang dilakukan BEI melalui program sosialisasi dan edukasi kepada calon Perusahaan Tercatat, kemudian penulis juga menggali seputar proses evaluasi yang atas program sosialisasi dan edukasi tersebut. Penelitian ini dilakukan untuk bisa memberikan masukan kepada jajaran manajemen BEI dalam upaya untuk meningkatkan jumlah Perusahaan Tercatat.

Penelitian dilakukan dengan proses wawancara kualitatif dengan narasumber 6 orang dari Divisi yang bertanggung jawab langsung terkait upaya peningkatan jumlah Perusahaan Tercatat BEI. Program sosialisasi dan edukasi yang telah dilakukan BEI meliputi kegiatan seminar, *business meeting*, kerjasama instansi, *employee engagement* dan pemanfaatan media massa baik cetak maupun elektronik.

Kemudian terkait proses menjadi Perusahaan Tercatat diawali dari fase persiapan oleh tim internal dan tim pendukung meliputi persiapan dokumen untuk Initial Public Offering (IPO), seperti dokumen umum, keuangan dan *legal* perusahaan. Kemudian proses IPO dimulai dengan penelaahan, pemasaran dan penawaran umum. Baru kemudian proses permohonan pencatatan saham di BEI. Hasil penggalan informasi juga divalidasi dengan proses triangulasi dimana penulis menggunakan triangulasi sumber data dengan membandingkan informasi yang diperoleh dari wawancara dengan dokumen – dokumen pendukungnya.

Melalui hasil penelitian ini, diharapkan bisa menjadi masukan kepada jajaran manajemen BEI untuk menentukan strategi sosialisasi dan edukasi yang lebih efektif untuk meningkatkan jumlah Perusahaan Tercatat.

Kata Kunci : Sosialisasi, Evaluasi, Perusahaan Tercatat, BEI, Kualitatif

ABSTRACT

INTEGRATED MARKETING COMMUNICATION ANALYSIS IN INCREASING THE NUMBER OF LISTED COMPANIES OF PT BURSA EFEK INDONESIA

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The commitment of the Indonesia Stock Exchange (IDX) management in carrying out its function as a regulator and development agent for the capital market industry is constantly manifested by the implementation of socialization and education programs throughout Indonesia. However, the number of listed companies in IDX has not reached the utmost number compared to the number of companies in Indonesia and the number of listed companies in other Exchanges that are members of the World Federation of Exchanges (WFE). Therefore, the author conducted a research related to the variety of integrated marketing communications by means of IDX through socialization and education programs to prospective listed companies. The author also explored the evaluation process of those programs. This research was conducted to provide feedback and input to the IDX management in an effort to increase the number of listed companies.

The research was conducted through a qualitative interview method with 6 (six) people as representatives of the Division which is in charge and directly responsible for increasing the number of IDX listed companies. The socialization and education programs that are carried out by the IDX include seminars, business meetings, collaboration between entities, employee engagement, and the utilization of printed and electronic mass media.

The process of becoming a listed company begins with the preparation phase by the IDX internal team and the supporting professionals; the preparation phase includes the Initial Public Offering (IPO) documents, which include general, financial, and legal documents of the company. Then, the IPO process begins with an evaluation of the company, public expose and public offering. It then proceeds to listing and trading of the company's shares on the IDX. The results of the information explored were also validated by a triangulation process in which the author used the triangulation of data sources by comparing information obtained from interviews with supporting documents.

The result of this study is expected to provide input to the IDX' management to determine an effective socialization and education strategy to increase the number of listed companies.

Keywords: Socialization, Evaluation, Listed Companies, IDX, Qualitative