

INTISARI

Penelitian ini dilakukan untuk mengetahui tugas dan tanggungjawab setiap bagian dalam divisi *marketing communication (marcomm)* serta mengetahui peranannya menarik pengunjung pada Jogja City Mall. Mengingat banyaknya pusat perbelanjaan di Yogyakarta, divisi *marketing communication (marcomm)* harus bekerja keras dalam menjalankan tugas dan tanggungjawabnya menarik pengunjung. Divisi *marketing communication (marcomm)* memiliki beberapa jenis kegiatan yang dilakukan untuk menarik pengunjung,

Dalam penelitian ini, penulis menggunakan metode wawancara dan pengamatan. Narasumber terdiri dari manajer divisi *marcomm* Jogja City Mall (Claudia Varinda Putri) dan supervisor divisi *marcomm* Jogja City Mall (Christine Amalia). Pengamatan dilakukan di Jogja City Mall yang berlokasi di Jalan Magelang Km. 6 No.18 Yogyakarta.

Berdasarkan hasil penelitian, peranan divisi *marcomm* dalam menarik pengunjung terbagi menjadi lima jenis kegiatan yaitu melakukan promosi melalui media cetak dan elektronik, melakukan dekorasi mal, menjalankan program rutin, membuat dan menjalankan *event*, dan bekerjasama dengan pihak luar dalam mengadakan pameran.

Kata kunci: Divisi *Marketing Communication (Marcomm)*, Peranan, Pengunjung, Tugas, Tanggungjawab, Jogja City Mall.

ABSTRACT

This research was conducted to determine the duties and responsibilities of each part in the Marketing Communication (Marcomm) Division and determine its role in attracting visitors Jogja City Mall. Given the number of shopping centers in Yogyakarta, division marketing communication (Marcomm) had to work hard in performing their duties and responsibilities to attract visitors. Marketing communication (Marcomm) Division have some kind of activity undertaken to attract visitors,

In this research, the authors used the interview method and observation. Informant as the research's source consists of Marcomm Manager of Jogja City Mall (Claudia Varinda Putri) and Marcomm Supervisor of Jogja City Mall (Christine Amalia). The observations made at Jogja City Mall is located in Jalan Magelang Km. 6/18, Yogyakarta.

Based on the research results, the role of Marcomm Division in attracting visitors is divided into five activities, namely promotion through print and electronic media, do a mall decoration, running routine program, create and run the event, and in collaboration with external parties held an exhibition.

Keyword: Marketing Communication (Marcomm) Division, Role, Visitor, Duty, Responsibility, Jogja City Mall.