

ABSTRACT

Amidas Gontor's Integrated Marketing Communication in Increasing Sales

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The bottled drinking water industry in Indonesia is experiencing increasingly intense competition, dominated by major brands such as Aqua, Le Minerale, and Cleo. Amidas Gontor, as a business unit of Pondok Modern Darussalam Gontor, faces challenges in enhancing its competitiveness and expanding its market share amid this tight competition. The implementation of an Integrated Marketing Communication (IMC) strategy has become an important solution to increase brand awareness and boost sales. This study aims to analyze how the integrated marketing communication strategy applied by Amidas Gontor can improve its product sales. The research employed a qualitative method with a descriptive approach. Data were collected through observation, in-depth interviews, and documentation, using source triangulation techniques to ensure data validity. The results show that Amidas Gontor applies seven key elements in its integrated marketing communication strategy: (1) advertising through social media, (2) direct marketing via a kiosk shopping system, (3) sales promotion in the form of discounts and product guarantees, (4) personal selling through marketing agents, (5) interactive marketing using WhatsApp and email, (6) public relations through brand rebranding and visits to other bottled water producers, and (7) word of mouth marketing through networks of students and their parents. This strategy has proven effective in increasing sales and strengthening brand positioning in the market. The conclusion of this study indicates that the application of integrated marketing communication plays a significant role in enhancing Amidas Gontor's brand awareness and sales. However, there are still obstacles in the form of suboptimal utilization of digital marketing. Therefore, this research suggests that Amidas Gontor should further develop a more aggressive digital marketing strategy, increase customer engagement through social media, and expand its distribution network to reach a wider market.

Keywords: Integrated Marketing Communication, Amidas Gontor, Sales Increase.

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