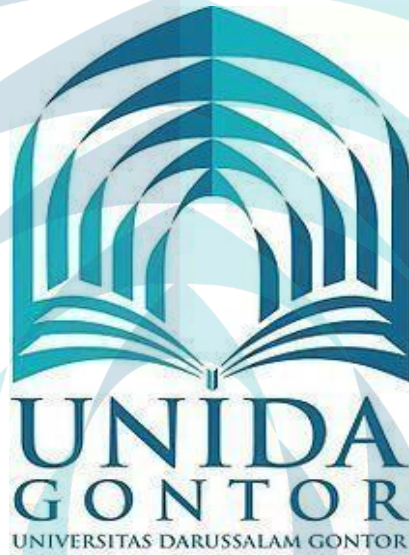


THESIS

**AMIDAS GONTOR'S INTEGRATED MARKETING COMMUNICATION
STRATEGY IN INCREASING SALES**



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2025 / 1446

UNIVERSITAS DARUSSALAM GONTOR

THESIS

Presented to Darussalam Gontor University

As a requirement to complete the undergraduate program

In the Communication Science Department

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2025

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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DECLARATION

Here by,

Name : Jaka Permana Darman
Reg. Number : 39.2018.522.0541
Faculty : Humanities
Department : Communication Science
Title : Amidas Gontor's Integrated Marketing Communications
Strategy in Increasing Sales

Declare that thus thesis is result of my own research, except where otherwise stated. I also declare that thus has not been previously and concurrently submitted as a whole for any other degrees in University of Darussalam Gontor. When, otherwise found that this thesis is plagiarism, I am ready to accept any punishment according to academic regulation of university.

Gontor, 16 February 2025

Researcher,



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THESIS VALIDATION SHEET

Thesis:

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FOREWORD

All praise and gratitude I offer to Allah SWT for His mercy, guidance, and blessings, which have enabled me to complete the preparation of this thesis. I would also like to express my sincere thanks to all the teachers and academic advisors at the University who have provided knowledge, guidance, and motivation throughout my studies.

The researcher fully realizes that in preparing this research, the researcher has received assistance from various parties and acknowledges many mistakes along the way. Therefore, on this occasion, allow the researcher to express gratitude to:

1. K.H. Hasan Abdullah Sahal, K.H. Amal Fathullah Zarkasyi, M.A., K.H. M. Akrim Mariyat, as the headmasters of Darussalam Gontor Modern Islamic Boardingschool.
2. Al-Ustadz Suwito Djemari, S.Pd., M.Pd., as the Vice Caretaker of Pondok Modern Darussalam Gontor Campus 2.
3. Prof. Dr. KH. Hamid Fahmy Zarkasyi, M.Ed., M.Phil., as the Rector of the University of Darussalam Gontor.
4. Al-Ustadz Dr. Mohamad Latief, M.A., as the Dean of the Faculty of Humanities, University of Darussalam Gontor.
5. Al-Ustadz Bambang Setyo Utomo, M.I.Kom., as the Head of the Communication Studies Program.
6. Al-Ustadz Veri Setiawan, S.Pd., M.I.Kom., as the thesis advisor who has provided continuous guidance and support throughout the writing of this thesis.
7. Mr. Darmansah and Mrs. Septi Riany, as my beloved parents who have always supported and prayed for me in every step of this journey.
8. I would also like to express my sincere gratitude to my friends and all parties who have provided support and encouragement, both directly and indirectly, during the preparation of this report.

In conclusion, we realize that this research still has limitations and shortcomings. Therefore, we highly welcome suggestions, feedback, and constructive criticism from the readers for further development in future research stages. We hope this thesis will be beneficial for the development of communication science and contribute to understanding the role of Public Relations in addressing cases within an institution.

Thank you.

Ponorogo, 16th of February 2025

The Author

