ABSTRAK

AlvianiIntanMentari. 12321172. *StrategiKomunikasiPemasaranTerpadu Media Digital Pada Travel Agent Online PT. Tiket2 Indonesia (StudiDeskriptif Website Online www.Tiket2.comdanwww.Indoneo.com)*SkripsiSarjana. Program StudiIlmuKomunikasi, FakultasPsikologidanIlmuSosialBudaya,Universitas Islam Indonesia, 2016.

SaatIni, bisnis*Travel agent online* merupakanusaha yang bergerak di bidangjasa yang memilikitujuanuntukmenyiapkansuatuperjalanan. Mayoritas pengguna internet merupakan kalangan profesional terdidik yang sering melakukan berpergianmaupunberwisata, konsumen dapat menggunakan beberapa domain marketing komersial atau non-komersial untuk perencanaan, pencarian, reservasi dan membeli produk serta jasa akomodasi melalui konfirmasi pemesanan secara *online*.

Tujuanpenelitianinimengambiljudul: StrategiKomunikasiPemasaranTerpadu Media Digital Pada*Travel Agent Online* PT. Tiket2 Indonesia (StudiDeskriptif Website Online www.Tiket2.comdanwww.Indoneo.com) sertamengetahuifaktor-faktorpendukungdanpenghambatdalamstrategikomunikasipemasaranterpadumedia digital pada*travel agent online* PT. Tiket2 Indonesia website online www.Tiket2.comdanwww.Indoneo.com. Penelitianinimenggunakanparadigma*konstruktivisme*denganmetodepenelitiandeskriptifkualitatif. Selanjutnya, dalamtahappengumpulan data melaluiobservasilapangan, wawancaradengan para pihak-pihakterkaitsepertiDirektur, Manager dan Team Issuer PT. Tiket2 Indonesia sertadokumentasiatauarsipuntukmelengkapihasiltemuanpenelitian.

PenelitianStrategiKomunikasiPemasaranTerpadu Media Digital Pada Travel Agent Online PT. Tiket2 Indonesia StudiDeskriptif Website Online www.Tiket2.comdanwww.Indoneo.cominimenghasilkantemuan-temuan yang dianalisisdenganteori*Integrated Marketing communications* (IMC) Jefkins, Kotler danSulaksana. Temuanpenelitianstrategikomunikasipemasaranterpadu media digital *travel agent online*terhadap website www.Tiket2.comsebagailayananpemesanantiketpesawat*online*danwww.Indoneo.comdalampemesananpaket tour wisata Indonesia *online*. Menggunakan*advertisement*denganmemasangiklan media cetak di halaman Yellow Page dan di lamanmajalahmaskapaipenerbangan Air Asia sertapada media online Twitter, Facebook dan Google+. Perusahaan Tiket2 Indonesia menggunakanpromosipenjualanmelalui promo kuis via jejaringsosialdenganmemberikantiket gratis dengankapasitasterbatas,bukanhanyainformasipromosi, semuatrikdan tips perjalanan,informasilayananpemesanantiketpesawat, jadwalpenerbangandariseluruhkota di Indonesia maupunInternasioaltersediapadalaman website www.tiket2.com, www.Indoneo.com, Twitter dan Facebook.Perandari*personal selling* dan*cyber marketing* bagidomain marketing *travel agent online*menjualtiketdanpaket tour wisata Indonesiadenganmemberikanhargadiskonataupun promo untukmenarikminatkonsumen.Telemarketing dan*email blast*diterapkandalamstrategipemasaranlangsung, divisikhususpada*public relations*dan*sponsorship*tidakterdapatpada PT. Tiket2 Indonesia.

Kata Kunci: StrategiKomunikasiPemasaranTerpadu, ***Travel Agent Online, E-Commerce***

ABSTRACT

AlvianiIntanMentari. 12321172. Integrated Marketing Communication Strategy of Digital Media In Online Travel Agent PT Tiket2 Indonesia (Descriptive Study of Online Website www.Tiket2.com and www.Indoneo.com). Minithesis of Bachelor Degree. Communication Studies Department, Major Psychology and Social Culture Faculty, Indonesian Islamic University, 2016.

Currently, the online travel agent business is engaged in the service that has the purpose to set up a trip. The majority of internet users is among the well-educated professionals who often do the travelling or sightseeing, the consumer can use multiple domains marketing commercial or non-commercial use for planning, search, reservation and purchase products and services through accommodation booking confirmation online..

The purpose of this research takes title: integrated marketing communication strategy of Digital Media In Online Travel Agent PT Tiket2 Indonesia (Descriptive Study of Online Website www.Tiket2.com and www.Indoneo.com) as well as knowing the factors supporting and barrier in integrated marketing communication strategy of digital media in online travel agent PT Tiket2 Indonesia website www.Tiket2.com and online www.Indoneo.com. This research use the paradigm of Constructivism with a descriptive qualitative research methods. Furthermore, in the stage of collecting data through observation of the field, interviews with the related parties as Director, Manager and Team Issuer PT. Tiket2 Indonesia as well as documentation or archive to complement the findings of the research

Integrated marketing communication strategy research Digital Media On Online Travel Agent PT Tiket2 Indonesia Descriptive Studies Website www.Tiket2.com and Online www.Indoneo.com this produced findings were analyzed with the theory of Integrated Marketing communications (IMC) Jefkins, Kotler and Sulaksana. The Findings integrated marketing communication strategy research digital media online travel agent against the website www.Tiket2.com as a service booking airline tickets online and www.Indoneo.com in Indonesia tour packages booking online. Using the utilization of advertisement by placing ads in print Yellow Page and on the page magazine airline Air Asia online media as well as on Twitter, Facebook and Google +. Company Tiket2 Indonesia using sales promotions through social networking via quiz promo by giving free tickets with limited capacity, not just promotional information, all the tricks and tips, travel information services of booking air tickets, flight schedules from around the city in Indonesia as well as Internasioal are available on the page www.tiket2.com, www.Indoneo.com website, Twitter and Facebook. The role of personal selling and cyber marketing for domain marketing travel agents sell tickets online and Indonesia tour packages with discount price or give a promo for the interests of consumers. Telemarketing and email blast applied in direct marketing strategy, a special Division on public relations and sponsorship not available in PT Tiket2 Indonesia.

Keywords : Integrated marketing Communications. Travel Agent Online. E-Commerce