

## ABSTRAK

Riswanda Putri Purwanto, 220531100005. Program Studi Ilmu Komunikasi. Komunikasi Pemasaran Terpadu Radio Gen FM Surabaya dalam Menarik Minat Pemasang Iklan.

Penelitian ini bertujuan untuk mengetahui penerapan Komunikasi Pemasaran Terpadu (*Integrated Marketing Communication*) Radio Gen FM Surabaya dalam menarik minat pemasang iklan. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi dengan informan yang terdiri dari pihak internal Radio Gen FM Surabaya, pendengar, dan pihak pemasang iklan. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Radio Gen FM Surabaya menerapkan lima elemen *Integrated Marketing Communication* (IMC) menurut Uyung Sulaksana, yaitu *advertising*, *sales promotion*, *public relations*, *personal selling*, dan *direct marketing*. Pada aspek *advertising*, Gen FM Surabaya memanfaatkan siaran radio, media sosial, dan platform digital sebagai media promosi. Pada aspek *sales promotion*, Gen FM Surabaya menawarkan paket promosi dan program kampanye yang disesuaikan dengan kebutuhan klien. Pada aspek *public relations*, perusahaan membangun hubungan yang baik dengan pengiklan, audiens, dan komunitas. Pada aspek *personal selling*, tim marketing melakukan pendekatan interpersonal dan konsultatif kepada calon pengiklan. Sementara itu, pada aspek *direct marketing*, Gen FM Surabaya memanfaatkan media digital dan komunikasi langsung untuk menjalin hubungan dengan calon klien. Penerapan kelima elemen tersebut secara terpadu mampu meningkatkan ketertarikan dan kepercayaan pemasang iklan terhadap layanan promosi yang ditawarkan Radio Gen FM Surabaya.

**Kata Kunci:** Komunikasi Pemasaran Terpadu, *Integrated Marketing Communication*, Radio Gen FM Surabaya, Pemasang Iklan.

## ABSTRACT

Riswanda Putri Purwanto, 220531100005. *Communication Studies Program. Integrated Marketing Communication of Gen FM Surabaya Radio in Attracting Advertisers' Interest.*

*This study aims to determine the implementation of Integrated Marketing Communication (IMC) by Radio Gen FM Surabaya in attracting advertisers. This study employed a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation involving internal staff of Radio Gen FM Surabaya and advertisers as informants. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. The results show that Radio Gen FM Surabaya implements the five elements of Integrated Marketing Communication proposed by Uyung Sulaksana, namely advertising, sales promotion, public relations, personal selling, and direct marketing. In advertising, Gen FM Surabaya utilizes radio broadcasts, social media, and digital platforms as promotional media. In sales promotion, the company offers promotional packages and campaign programs tailored to clients' needs. In public relations, the company builds relationships with advertisers, audiences, and communities. In personal selling, the marketing team applies interpersonal and consultative approaches to prospective advertisers. Meanwhile, in direct marketing, Gen FM Surabaya utilizes digital media and direct communication to establish relationships with prospective clients. The integrated implementation of these five elements has increased advertisers' interest and trust in the promotional services offered by Radio Gen FM Surabaya.*

**Keywords:** *Integrated Marketing Communication, Radio Gen FM Surabaya, Advertisers, Marketing Communication.*