

ABSTRAK

Ahmad Zulfan Fakhri. 220531100147. Program Studi Ilmu Komunikasi. Strategi Komunikasi Pemasaran Terpadu Platform Agendakota dalam membangun *Brand Positioning*. Dosen Pembimbing: Dr. Dewi Quraisyin, S.Pd.I, M.Si.

Penelitian ini bertujuan untuk mengetahui, memahami, dan mendeskripsikan penerapan strategi komunikasi pemasaran terpadu atau *Integrated Marketing Communication* (IMC) oleh Platform Agendakota dalam membangun *brand positioning*. Fokus penelitian ini adalah bagaimana Agendakota sebagai perusahaan rintisan (*startup*) membangun posisi merek sebagai platform manajemen *event*, *ticketing*, dan reservasi yang berfokus pada sektor *wellness* dan *hospitality* di tengah persaingan platform digital di Indonesia.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif dan paradigma konstruktivis. Pengumpulan data dilakukan melalui observasi, dokumentasi, dan wawancara mendalam dengan lima informan yang dipilih menggunakan teknik *purposive sampling*. Informan terdiri atas pihak internal Agendakota, yaitu CEO dan tim *Marketing Communication*, serta pihak eksternal yang merupakan mitra perusahaan. Analisis data dilakukan menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji melalui triangulasi sumber dan triangulasi metode.

Hasil penelitian menunjukkan Agendakota menerapkan strategi IMC secara terintegrasi melalui tahapan analisis situasi, segmentasi audiens, penetapan tujuan komunikasi, serta pemanfaatan berbagai bauran komunikasi pemasaran. Implementasi strategi dilakukan melalui periklanan (*advertising*), promosi penjualan (*sales promotion*), penjualan personal (*personal selling*), hubungan masyarakat (*public relations*), pemasaran digital dan media sosial, serta promosi berbasis partisipasi audiens (*audience participatory promotion*) melalui kegiatan *Reels Competition* yang mendorong audiens turut memproduksi dan menyebarluaskan konten promosi secara sukarela. Temuan ini menunjukkan adanya pengembangan praktik IMC yang lebih partisipatif dan efisien dari sisi biaya promosi. Seluruh aktivitas komunikasi dijalankan secara konsisten untuk memperkuat citra Agendakota sebagai platform *one-stop solution event, ticketing & reservation*. Strategi yang diterapkan berhasil membangun *brand positioning* Agendakota sebagai platform yang praktis, terpercaya, dan memiliki fokus pada sektor *wellness* dan *hospitality*. Keberhasilan *positioning* tersebut juga diperkuat oleh persepsi positif dari para mitra yang mengakui manfaat layanan dan kemudahan yang diberikan oleh ekosistem platform Agendakota.

Kata kunci : strategi komunikasi pemasaran terpadu, *integrated marketing communication*, *brand positioning*, Agendakota, *wellness* dan *hospitality*.

ABSTRACT

Ahmad Zulfan Fakhri. 220531100147. *Communication Science Study Program. Integrated Marketing Communication Strategy of the Agendakota Platform in Building Brand Positioning. Supervisor: Dr. Dewi Quraissyin, S.Pd.I, M.Si.*

This study aims to identify, understand, and describe the implementation of an Integrated Marketing Communication (IMC) strategy by the Agendakota platform in building its brand positioning. The research focuses on how Agendakota, as a startup company, establishes its position as an event management, ticketing, and reservation platform specializing in the wellness and hospitality sectors amidst the increasingly competitive digital platform industry in Indonesia.

This study employed a qualitative method with a descriptive approach under a constructivist paradigm. Data were collected through observation, documentation, and in-depth interviews with five informants selected using a purposive sampling technique. The informants consisted of Agendakota's internal management, including the Chief Executive Officer (CEO) and Marketing Communication team, as well as external stakeholders representing the company's business partners. Data analysis was conducted using the interactive model of Miles and Huberman, which includes data reduction, data display, and conclusion drawing. Data validity was ensured through source triangulation and method triangulation.

The findings reveal that Agendakota implements an integrated IMC strategy through situation analysis, audience segmentation, communication objective setting, and the utilization of various marketing communication tools. The strategy is implemented through advertising, sales promotion, personal selling, public relations, digital marketing and social media, as well as Audience Participatory Promotion (APP) through Reels Competition activities that encourage audiences to create and disseminate promotional content organically. This finding indicates the emergence of a more participatory and cost-efficient marketing communication practice. All communication activities are consistently carried out to strengthen Agendakota's image as a "one-stop solution for event, ticketing, and reservation." The implemented strategies have successfully established Agendakota's brand positioning as a practical, trustworthy, and specialized platform in the wellness and hospitality sectors. This positioning is further reinforced by positive perceptions from business partners who acknowledge the benefits and convenience provided by the Agendakota platform ecosystem.

Keywords: *integrated marketing communication, brand positioning, Agendakota, wellness, hospitality.*