

ABSTRAK

Ahmad Rifky Fathulnizar. 2024. *Analisis Emotional Selling Proposition pada Komunikasi Pemasaran Iphone di Iphone Store Lamongan.*

Emotional selling proposition adalah strategi pemasaran yang memanfaatkan emosi (perasaan) pelanggan untuk meningkatkan penjualan. Dalam penelitian ini akan diteliti bagaimana bentuk *emotional selling proposition* dalam pemasaran Iphone di Iphone Store Lamongan. Penelitian ini bertujuan untuk meneliti mengenai bentuk *emotional selling proposition* menurut Robinette, yang diterapkan oleh Iphone Store Lamongan dalam konsep *integrated marketing communications* dengan jenis penelitian kualitatif.

Hasil penelitian ini menunjukkan bahwa terdapat tujuh bentuk strategi pemasaran yang di dalamnya mencakup lima aspek *emotional selling proposition* Robinette. Adapun bentuk strategi tersebut adalah sebagai berikut: aspek *equity* berupa unggahan testimoni di media sosial dan pemanfaatan *brand equity* Iphone; aspek *experience* berupa *after sales service* dan interaksi melalui *instagram live*; aspek *money* berupa harga coret dalam iklan media sosial; aspek *product* berupa hadirnya *influencer* yang menonjolkan fitur Iphone; dan aspek *energy* berupa beragamnya kemudahan akses pembelian produk Iphone.

Kata Kunci: *Emotional Selling Proposition, integrated marketing communications*, strategi pemasaran

ABSTRACT

Ahmad Rifky Fathulnizar. 2024. *Analysis of Emotional Selling Proposition in Marketing Communication Iphone at the Iphone Store Lamongan.*

Emotional selling proposition is a marketing strategy that utilizes customers' emotions to increase sales. emotions (feelings) of customers to increase sales. In this research will be examined how the form of emotional selling proposition in Iphone marketing at Iphone Store Lamongan. This research aims to examine the form of emotional selling proposition according to Robinette, which is applied by Iphone Store Lamongan in the integrated concept by Iphone Store Lamongan in the concept of integrated marketing communications concept with qualitative research.

The results of this study indicate that there are seven forms of marketing strategies which include five aspects of Robinette's emotional selling proposition. The forms of the strategy are as follows: equity aspect in the form of uploading testimonials on social media and utilizing Iphone brand equity; experience aspect in the form of after sales service and interaction via Instagram live; money aspect in the form of strikethrough prices in social media advertisements; product aspect in the form of the presence of influencers who highlight the features of the Iphone; and the energy aspect in the form of a variety of easy access to purchasing Iphone products.

Keyword: Emotional Selling Proposition, integrated marketing communications, marketing strategy