

## SUMMARY

# KOMUNIKASI PEMASARAN SEBAGAI STRATEGI MEMPERLUAS PASAR

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### Description :

In marketing communications as a tool not only to make contact relationships with customers and prospects, as well as a marketing communication tool to ensure be associated with a variety of stakeholders in a product. The use of media in a communication process needs to consider the possibility of distortion or constraints that arise. Distortions or obstacles can

cause miscommunication conditions, which communicates the message delivered by the deemed to fail because communication gave the rakasi different from that expected by the communicator. They may be caused by a variety of differences in interpretation of the message. Marketing communications more emphasis on direct fulfillment products or services required by consumers. Thus, marketing is always trying to improve the economic exchange relationship between

the organization and its customers. Marketing communication has a very important role for the company to perform imaging on a particular brand. In addition to marketing communications to develop consumer awareness of products / services produced by the company. So that consumers know the product / service being offered, so can stimulate sales. Along with the times, now better known marketing communications integrated marketing communications, which means

that a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of disciplines such as communication, print-electronic media advertising, direct response, promotions sales, and public relations (public relations) and combines these disciplines to provide clarity, consistency and maximum communication impact. In the expansion of the market through marketing communications through basically a placement company mission or goal-setting organization with an emphasis on the external and internal forces, formulation of policies and strategies to achieve goals and ensure proper implementation, so that the main

goals and objectives of the organization as a market expansion step can achieved. Marketing and Public Relations as a marketing communications tool that combines marketing strategy and program execution (Marketing Strategy Implementation) with the activity of PR work program (Work Program of Public Relations), there are three important strategies that can be done is push strategy, pull strategy, pass strategy.

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