

STRATEGI OMNICHANNEL : OFFLINE-TO-ONLINE MARKETING PADA INDUSTRI RITEL MATAHARI DEPARTMENT STORE DALAM MENINGKATKAN LOYALITAS KONSUMEN

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ABSTRAK

Penelitian ini membahas tentang Strategi *Omnichannel : Offline-to-Online Marketing* Pada Industri Ritel Matahari Department Store Dalam Meningkatkan Loyalitas Konsumen. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Matahari Department Store menerapkan strategi omnichannel marketing dalam meningkatkan loyalitas konsumen, langkah-langkah dari penyusunan strategi tersebut, penerapan integrasi omnichannel, serta kendala apa saja yang dialami saat menerapkan strategi *omnichannel* tersebut. Penelitian ini merupakan penelitian kualitatif jenis deskriptif dengan metode penelitian studi kasus. Hasil dari penelitian ini, Matahari Department Store menerapkan strategi *omnichannel marketing* dengan tahapan *branding, campaign, dan pengukuran parameter* dengan penerapan integrasi *omnichannel* seperti *order online, in-store returns, online catalog, gift card, loyalty program points can be used in any channel, mobile order, website and physical store sales, dan geo-fencing mobile notification, in-store sales*. Strategi *omnichannel marketing* yang didukung oleh program loyalitas Matahari Department Store juga sangat berpengaruh terhadap peningkatan loyalitas konsumen. Sedangkan kendala dalam proses komunikasi persuasi pada tingkatan *sales* gerai atau toko, serta belum diterapkannya integrasi *omnichannel* secara menyeluruh yang dikarenakan juga masih terjadinya COVID-19 di Indonesia.

Kata Kunci : Strategi Pemasaran, Komunikasi Pemasaran, *Omnichannel, Customer Experience, Department Store, e-Commerce, Loyalitas Konsumen*

ABSTRACT

This research discusses the Multi-Channel Strategy: Offline-to-Online Marketing in Matahari Department Store Retail Industry in Increasing Consumer Loyalty. The purpose of this study is to see how Matahari Department Store applies an omnichannel marketing strategy in increasing consumer loyalty, the steps of developing the strategy, implementing omnichannel integration, and examining what follows when implementing the omnichannel strategy. This research is a descriptive qualitative research with a case study research method. The results of this study, Matahari Department Store implemented an omnichannel marketing strategy with the stages of branding, campaign, and parameter measurement by implementing omnichannel integration such as online orders, in-store returns, online catalogs, gift cards, loyalty program points that can be used in any channel, ordering. mobile, website and physical store sales, and geo-fencing mobile notifications, in-store sales. The omnichannel marketing strategy which is supported by the loyalty program of Matahari Department Store is also very influential in increasing consumer loyalty. While the obstacles in the persuasion communication process at the outlet or store sales

level, and the absence of comprehensive omnichannel integration, are also due to the still occurrence of COVID-19 in Indonesia.

Keywords : *Marketing Strategy, Marketing Communication, Omnichannel, Customer Experience, Department Stores, e-Commerce, Consumer Loyalty*

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