

ABSTRACT

Integrated Marketing Communication Planning In Marketing Women's Homeworkout Products (Qualitative Descriptive Study On HappyFit Indonesia)

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HappyFit Indonesia is a local brand specializing in sports, selling accessories and apparel for fitness, yoga, pilates, and other sports activities, primarily operating in the online market. HappyFit Indonesia focuses exclusively on producing sportswear and equipment for women with the aim of providing a wide range of sports needs, particularly for women, making it easy for them to find comfortable, varied, and competitively priced apparel in the market. In this context, observing the increasingly competitive nature of the fitness industry, many similar companies offer a variety of sports apparel and equipment at competitive prices. Therefore, the company must have effective marketing strategies to compete in the global market. It is crucial for HappyFit Indonesia to engage in marketing communication planning, such as identifying target audiences, implementing strategies and tactics, conducting SWOT analysis, and Budgeting. This study employs the primary theory of Integrated Marketing Communications (IMC) planning, supported by IMC tools, marketing communications, and sales as supporting concepts. A qualitative descriptive method is utilized, with in-depth interviews serving as the main data source for this research, involving predetermined informants. The results of this study indicate that the Integrated Marketing Communication planning executed by HappyFit Indonesia aligns with its objectives of increasing sales. HappyFit also implements IMC tools such as advertising, sales promotion, direct marketing, public relations, personal selling, social media marketing, and word of mouth.

Keywords: *Integrated Marketing Communication Plan, IMC tools, Homeworkout Products*

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