

ABSTRACT

Fahmi Husaeni, 41153030140106. Perception of Communication Marketing Portee Goods Brand Shoes Through Tokopedia. Qualitative Descriptive Studies on Consumers in Bandung.

Perception of communication of marketing portee goods brand shoes through Tokopedia to consumers in Bandung is a marketing activity or promotion of a product using digital media or the internet. This research aims to find out digital promotion, digital ordering, digital transactions and delivery of Portee Goods brand shoes at consumer in Bandung.

This research uses qualitative research methods with a qualitative descriptive study research approach. The subjects of the study were consumers of Portee Goods brand shoes that were purposively determined based on marketing communications. The data collection process is obtained through in-depth interviews, and observations of informants, while for supporting data obtained through the study of documentation of previous research results, other literature studies, and interviews with related parties.

The results of this study showed that consumers of Portee Goods brand shoes feel ease in the search for portee goods brand shoes, consumers feel comfortable when making payment transactions on shoe orders, consumers feel safe despite having to fill in online account data in the form of account number and PIN number through tokopedia online site.

Keywords: Tokopedia, Porte goods, Shoes, Marketing, Consumer.

ABSTRAK

Fahmi Husaeni, 41153030140106. Persepsi Komunikasi Pemasaran Sepatu Merek Portee Goods Melalui Tokopedia. Studi Deskriptif Kualitatif pada Konsumen di Bandung.

Persepsi komunikasi pemasaran sepatu merek Portee Goods melalui Tokopedia pada konsumen di Bandung adalah suatu kegiatan pemasaran atau promosi sebuah produk menggunakan media digital atau internet. Penelitian ini bertujuan untuk mengetahui promosi digital, pemesanan digital, transaksi digital dan pengiriman sepatu merek Portee Goods pada konsumen di Bandung.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan penelitian studi deskriptif kualitatif. Subyek penelitian adalah konsumen sepatu merek Portee Goods yang ditentukan secara purposif berdasarkan komunikasi pemasaran. Proses pengumpulan data diperoleh melalui wawancara mendalam, dan pengamatan terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, studi literatur lainnya, dan wawancara dengan pihak terkait.

Hasil penelitian ini menunjukkan bahwa konsumen sepatu merek Portee Goods merasakan kemudahan dalam pencarian sepatu merek Portee Goods, konsumen merasa nyaman ketika melakukan transaksi pembayaran atas pemesanan sepatu, konsumen merasa aman walaupun harus mengisi data online rekening di bank berupa nomor rekening dan nomor PIN melalui situs online Tokopedia.

Kata Kunci: Tokopedia, Portee goods, Sepatu, Pemasaran, Konsumen.