

E-Commerce Marketing Communication Strategies on Consumer Buying Interest

E-Commerce Marketing Communication Strategies on Consumer Buying Interest

Ketua : TONO HARTONO S.Si, M.T

Anggota : R. M. Dewi*

Departemen Sistem Informasi, Universitas Komputer Indonesia, Indonesia

Departemen Ilmu Sosial dan Ilmu Politik, Universitas Komputer Indonesia, Indonesia

*Email : rickamulia@mahasiswa.unikom.ac.id

Abstract. This research aims to find out how marketing communications strategy conducted by the entrepreneur or company that provides e-commerce services. The methods used to support the research is descriptive and analysis methods. The results of the research, namely the existence of a strategy of marketing communications in the form of a promotion by making use of the internet can also make the appeal of the giver. The research was done by discussing the form of promotion of e-commerce companies do include advertising, sales promotion, direct marketing, public relations, also carried out through social media. Of course the success of the applied marketing communications strategy will make consumers want to buy products that are on offer by the e-commerce service provider.

Rabu, 28 Oktober 2020 - 02:50

<http://dp3m.unikom.ac.id/penelitian/view/e-commerce-marketing.360.html>