

ABSTRACT

Fungsi Komunikasi Pemasaran Dalam Meningkatkan Citra Merek Oleh Xiaomi
Indonesia

(Studi Analisis Deskriptif Mengenai Fungsi Komunikasi Pemasaran “*Word Of Mouth*” Dalam Meningkatkan Citra Merek Xiaomi Indonesia)

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This research is based on the uniqueness of Xiaomi Indonesia's marketing communication which is word of mouth communication by online through their official forums. This type of marketing communication is more affordable and has a purpose to create a good image in society, but can not yet compete with the reputation of their competitors such as Samsung and Apple. The purpose of this research is to acquire data concerning the marketing communication function on Xiaomi's product in Indonesia, obstacles found in field Xiaomi has to face, and efforts that Xiaomi is doing to face obstacles during their marketing communication function activities.

This research is using descriptive and correlational method where there is a causal effect between online based word of mouth communication through Xiaomi's official forums and brand image, and analyzed how big the causal effect is. Subject of this research is the user or consumers of Xiaomi's products that ever visited Xiaomi's official forums and domiciled in Bandung. Data collection technique this research used are observation sheets, questionnaire and direct interview.

The result of this research showed that there is a positive causal relationship between word of mouth communication and brand image which is when word of mouth communication activity is doing properly, Xiaomi's brand image is respectively increased. Then it was discovered barriers experienced by Xiaomi in Indonesia, namely the lack of effective action formally delivering messages from the Xiaomi causing a lack of power in shaping public perception towards Xiaomi and lack of after-sales services by Xiaomi, one of the reason is because there is only one physical store in Indonesia. Therefore, Xiaomi should improve message delivery activities more effective by conducting regular information and real-time as well as perform other alternatives in conducting the delivery of information. In addition, Xiaomi should multiply the official outlets in Indonesia to be easily accessible by consumers in getting after-sales services.