

## ABSTRAK

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**Strategi Komunikasi Pemasaran Dalam Menarik Minat Konsumen Millennial  
Melalui Venue Sevensky di Lippo Mall Jogja Tahun 2017-2018**

**Tahun Skripsi : 2018 + 114 Hal + 17 Gambar**

**Daftar Pustaka : 14 Buku + 6 Internet + 2 Jurnal**

Dalam penelitian ini, peneliti membahas strategi komunikasi pemasaran dalam menarik minat konsumen millennial melalui *venue sevensky* di Lippo Mall Jogja tahun 2017-2018. *Venue sevensky* adalah fasilitas yang disediakan oleh Lippo Mall Yogyakarta sebagai tempat destinasi kuliner baru, tempat makan baru dan tempat wisata baru dengan suasana yang baru. Bertujuan untuk mengetahui bagaimana tahapan-tahapan strategi komunikasi pemasaran dalam menarik minat konsumen millennial melalui *venue sevensky* dan untuk mengetahui faktor penghambat dan faktor pendukung dalam melakukan strategi komunikasi pemasaran dalam menarik minat konsumen millennial melalui *venue sevensky*. Metode penelitian ini adalah deskriptif kualitatif. Sumber data diambil dari data primer yang diperoleh dari wawancara mendalam dengan *Marketing Communication* dan *Advertising & Promotion Supervisor* Lippo Mall Jogja serta 6 orang pengunjung *venue sevensky*. Data sekunder yang diperoleh dari internet dan dokumen. Uji validitas data menggunakan triangulasi yang membandingkan dan mengecek balik keakuratan suatu informasi yang diperoleh melalui waktu dan alat yang berbeda dalam kualitatif. Media yang digunakan adalah media *offline* dengan radio, baliho serta poster didalam ruang dan *online* dengan *instagram*. Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran melalui *instagram* dapat meningkatkan jumlah pengunjung. Dalam *instagram venue sevensky* memuat beraneka ragam spot foto, beraneka ragam kuliner, berbagai acara, dapat menyampaikan kritik saran serta *instagram venue sevensky* juga memberikan cara-cara agar dapat menikmati *venue sevensky* dengan nyaman. Hal tersebut dapat menarik minat pengunjung *venue sevensky* khususnya generasi millennial untuk berkunjung ke *venue sevensky*. Namun perlu diperhatikan pada media *offline* untuk dimaksimalkan agar lebih banyak generasi millennial yang mengetahui tentang *venue sevensky* serta berkunjung ke *venue sevensky* dan semakin banyak komunitas yang bergabung dengan *venue sevensky*.

**Kata kunci : Strategi Komunikasi Pemasaran, Instagram, Venue Sevensky, Generasi Millennial**

## **ABSTRACT**

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**Marketing Strategy Communication In Attracting The Interest of Millennial Consumers Through Sevensky Venue In Lippo Mall Jogja In 2017-2018**

**Year of Graduation Paper : 2018 + 114 Pages + 17 Pictures**

**Bibliography : 14 Books + 6 Online + 2 Journals**

In this research, the researcher discussed the marketing communication strategy in attracting the interest of millennial consumers through Sevensky venue in Lippo Mall Jogja in 2017- 2018. Sevensky venue is the facility provided by Lippo Mall Yogyakarta as a new culinary destination, eating place, and tourism object with new atmosphere. The research aimed to find out the how the stages of the marketing communication strategy attracted the interest of millennial consumers through Sevensky venue and to discover the obstructing and supporting factors in implementing the marketing communication strategy in attracting the interest of millennial consumers through Sevensky venue. The method of the research was descriptive qualitative. The source of the data was taken from primary data obtained from in-depth interview with Marketing Communication and Advertising and Promotion supervisor of Lippo Mall Jogja, and 6 (six) visitors of Sevensky venue. The secondary data were obtained from the internet and documents. The data validity test used triangulation that compared and rechecked the accuracy of information obtained through different and time and equipment in qualitative research. The media used were offline media with radio, billboard and indoor poster and online media with Instagram. The result of the research showed that the marketing communication strategy through Instagram could increase the number of the visitors. Instagram account of Sevensky venue contained various picture spots, food, and events, in which people could post criticism and suggestion. Besides, the account informed about how the people could enjoy Sevensky venue comfortably. It could attract the customers' interest Sevensky venue especially millennial generation to visit. However, it should be thought that offline media were supposed to be maximized so that there would be more millennial generation who knew about Sevensky venue and visited it, and more community that joined Sevensky venue.

**Keywords: Marketing Communication Strategy, Instagram, Sevensky Venue, Millennial Generation**