



## **ANALYSIS AND DESIGN OF INTEGRATED MARKETING COMMUNICATION (IMC) FOR SMALL AND MEDIUM ENTERPRISE (SME) LOGISTICS SERVICE PROVIDER (LSP) FROM WEB BASED APPLICATION PERSPECTIVE**

Senny Handayani <sup>1</sup>, Saepudin Nirwan <sup>2</sup>

<sup>1</sup>*DIV Manajemen Bisnis*, <sup>2</sup>*DIII Teknik Informatika, Politeknik Pos Indonesia*  
[sennyhandayani@poltekpos.ac.id](mailto:sennyhandayani@poltekpos.ac.id), [nirwansaepudin@poltekpos.ac.id](mailto:nirwansaepudin@poltekpos.ac.id)

Business competition is increasingly tight, companies are racing to get as many customers as many ways that can be done, such as by utilizing information technology, in hopes its services or products will be better known by consumers. To offer products or services to consumers, any company can prepare appropriate strategies to achieve successful marketing of their products, therefore, one way to capture the market is to carry out a promotional activity. There are several promotional techniques that can be used, such as advertising, sales promotion, direct marketing, publicity, and personal selling or in marketing is called Integrated Marketing Communication (IMC), which in turn will increase the purchasing decision. Not only big companies that require IMC, small and medium companies is also need it in order that their customer are knowing about their product.

Small and Medium Enterprises (SMEs) are the business sectors that became one of the foundations of the real sector of the Indonesian economy. Information Technology and Information Systems can be used by SMEs include website. Website chosen as one of the media to carry out the promotion because the website has some advantages compared with other media promotion. The advantages are: extensive coverage, audio-visual, interactive, communicative, and promotional costs are cheaper than conventional promotional tools, such as brochures, leaflets, banners, and so on. In addition, IMC program will be more easily integrated with web-based application.

In this article, the problems will be addressed is how to conduct a needs analysis for designing IMC for SMEs LSP with web-based information system. The general objective of this study was to perform the design and determine the responses of consumers regarding the activities of IMC conducted by SME LSP, later obtained a draft campaign by using IMC through media creative, communicative, persuasive, effective and efficient in providing information so as to attract consumers to buy, and increase the number of sales. From the result of IMC plan is then implemented in the form of web application development as a medium to facilitate IMC activities.

Analysing start from an evaluation to determine consumer response regarding the activities of IMC conducted by SME LSP, later obtained a draft campaign by using IMC through media creative, communicative, persuasive, effective and efficient in providing information so as to attract consumers to buy, and increase the number of sales. The results of this evaluation is a model of IMC in accordance with the SME, as well as the identification of the need to build a website design. The Further models of IMC are implemented in prototype application form

Host:



Faculty of Social and  
Political Sciences

Co Host:



Faculty of Economics  
and Business



Telkom  
University  
Faculty of Communication  
and Business

Partner:

aiabi



JABES  
Journal of Asian Business and Economic Studies



Supported by:

with IMC-based and software development methods ranging from analysis to design applications. The method used is the Unified Process and UML to describe business processes and design. The end result of this research is, designing a prototype website for the implementation of IMC can be used by SMEs LSP.

**Keywords**— Integrated Marketing Communication (IMC), Small and Medium Enterprise (SME), Logistics Service Provider (LSP), Website Analysis and Design.

1st  
ICIS