



KOMUNIKASI PEMASARAN

Konsep dan Aplikasi
di Era Digital

Arianto

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2 Konsep Pemasaran

Mengenal kebutuhan, keinginan, dan permintaan konsumen

Proses penawaran pasar, produk, layanan, dan pengalaman

Nilai, kepuasan, dan kualitas

Pertukaran, transaksi, dan hubungan

Pasar (*market*)

3 Komunikasi Pemasaran

4 Model Komunikasi Pemasaran

Sumber/*sender*

Pesan/*message*

Encoding

Transmisi

Kebisingan/*noise*

Penerima/*receiver*

Decoding

Umpan balik/*feedback*

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