

**STUDI DESKRIPTIF KUALITATIF *INTEGRATED MARKETING
COMMUNICATION* DALAM MENINGKATKAN PENJUALAN BERAS
MERAH PADA PT. LINGKAR ORGANIK INDONESIA**

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ABSTRAK

Penelitian ini menganalisis strategi *Integrated Marketing Communication* (IMC) PT. Lingkar Organik Indonesia dalam meningkatkan penjualan beras merah organik. Menggunakan pendekatan kualitatif, data dikumpulkan melalui wawancara, observasi, dan studi dokumen. Hasil penelitian menunjukkan perusahaan menerapkan tujuh elemen IMC: (1) *advertising* melalui media digital, (2) *public relations* melalui kegiatan sosial, (3) *sales promotion* dengan *storytelling*, (4) *personal selling* via WhatsApp, (5) *experiential marketing* seperti kelas masak, (6) *direct response* untuk umpan balik cepat, dan (7) *digital (interactive) communication* berbasis platform online. Strategi terpadu ini berhasil meningkatkan penjualan, memperkuat brand awareness, dan membangun citra perusahaan sebagai pelaku bisnis berkelanjutan. Temuan ini bermanfaat bagi pengembangan pemasaran produk organik dan dapat menjadi referensi bagi penelitian serupa.

Kata Kunci: *Integrated Marketing Communication*, Peningkatan Penjualan, Pemasaran Organik, Beras Merah.

***QUALITATIVE DESCRIPTIVE STUDY OF INTEGRATED MARKETING
COMMUNICATION IN INCREASING RED RICE SALES AT PT. LINGKAR
ORGANIK INDONESIA***

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ABSTRACT

The research analyzes the Integrated Marketing Communication (IMC) strategy of PT. Lingkar Organik Indonesia in increasing the sales of organic red rice. Using a qualitative approach, data was collected through interviews, observations, and document studies. The results show that the company implements seven elements of IMC: (1) advertising through digital media, (2) public relations through social activities, (3) sales promotion with storytelling, (4) personal selling via WhatsApp, (5) experiential marketing such as cooking demonstrations, (6) direct response for quick feedback, and (7) digital (interactive) communication based on online platforms. This integrated strategy successfully increased sales, strengthened brand awareness, and built the company's image as a sustainable business player. These findings are beneficial for the development of organic product marketing and can serve as a reference for similar research.

Keywords: Integrated Marketing Communication, Sales Improvement, Organic Marketing, Red Rice.