

Komunikasi Pemasaran dalam Mempromosikan Aplikasi Nujek

Title	Komunikasi Pemasaran dalam Mempromosikan Aplikasi Nujek
Author Order	3 of 3
Accreditation	3
Abstract	The process of developing the Nujek application is carried out by PT Tekno Karya Nusa (Nujek) in Banyumas by promoting it through social media using either Facebook, Instagram or Tiktok social media. The results of this study are to see the implementation of Nujek Banyumas social media content as a marketing communication strategy in promoting the Nujek application. There are several indicators of social media, such as Facebook has a dominance to interact with audiences, Instagram social media has the characteristics of visualizing content to communicate, and Tiktok social media is used to disseminate promotions regarding Nujek products or applications. The purpose of this study is to determine the implementation of social content Nujek Banyumas media in conducting promotions as a form of marketing communication strategy.Ã,Ã
Publisher Name	UNIVERSITAS SARI MUTIARA INDONESIA
Publish Date	2022-12-28
Publish Year	2022
Doi	DOI: 10.51544/jlmk.v6i2.3458
Citation	
Source	JURNAL LENSA MUTIARA KOMUNIKASI
Source Issue	Vol. 6 No. 2 (2022): Jurnal Lensa Mutiara Komunikasi
Source Page	249-259
Url	http://e-journal.sari-mutiara.ac.id/index.php/JLMI/article/view/3458/2407
Author	Dr S BEKTI ISTIYANTO, S.Sos, M.Si