



**STRATEGIC MARKETING COMMUNICATION
OF AZKYA PALM SEJAHTERA TO IMPROVE PALM FRUIT
AT THE PKS AT THE PKS FACTORY**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain Sarjana Ilmu
Komunikasi**

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PROGRAM CIKARANG
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ABSTRACT

This research seeks to examine how marketing communication helps boost fresh oil palm fruit bunch sales at Azkya Palm Sejahtera. This study highlights that good marketing communication is very important for clearly sharing consistent messages about product quality, dependable delivery, and following industry rules, which then affects buying choices and customer loyalty.

The research indicates that Azkya Palm Sejahtera still has some problems with how it promotes itself. Right now, they mostly talk about price and availability, but don't do a great job of highlighting other good things like how well-made their products are or how good their service is. Also, they don't use online tools very much, they don't have a good way to keep track of their customers, and they don't reach very many people, which makes it harder for them to get new customers and grow their part of the market.

To fix these problems, the business should put in place a joined-up marketing plan that brings together face-to-face sales, marketing straight to customers, and online spaces to send clearer and more convincing messages. Making a well-organized customer list and growing the skills of the marketing group by teaching them about online marketing and how to talk to businesses are also very important actions. By using these fixes, Azkya Palm Sejahtera should be able to sell more, become stronger against its rivals, and make lasting bonds with the companies it works with.

Keywords: Marketing Communication, sales performance, oil palm, fresh fruit bunches, Azkya Palm Sejahtera

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