



## UNIVERSITAS MUHAMMADIYAH SIDOARJO

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PROGRAM STUDI : • MAGISTER MANAJEMEN (S2) • MANAJEMEN (S1) • AKUNTANSI (S1)  
• ADMINISTRASI PUBLIK (S1) • ILMU KOMUNIKASI (S1) • HUKUM (S1)

### LEMBAR BIMBINGAN SKRIPSI

Nim : 212022000056

Nama : MUHAMMAD ALIF DARMAWAN

Prodi : ILMU KOMUNIKASI

No	Tanggal	Logbook	Jenis Revisi	Gaya Penulisan	Naskah	Catatan
1	Senin, 06 Mei 2024	Mengajukan judul	Judul			
2	Jum'at, 17 Mei 2024	Mengajukan Rumusan masalah dan Tujuan	Pendahuluan			
3	Jum'at, 17 Mei 2024	Mengajukan Penelitian Terdahulu	Pendahuluan			
4	Senin, 24 Juni 2024	Mengajukan Abstrak	Abstrak			
5	Senin, 24 Juni 2024	Hasil dan Pembahasan	Hasil dan Pembahasan			
6	Senin, 24 Juni 2024	Mengajukan kesimpulan	Kesimpulan			
7	Senin, 24 Juni 2024	Mengajukan Metode Penelitian		Judul kurang lugas dan informatif		
8	Senin, 24 Juni 2024	Mengajukan pendahuluan		Sistematika penulisan belum lengkap dan bersistem baik		
9	Selasa, 25 Juni 2024	Mengajukan Landasan Teori			Kesimpulan belum ada pemampatan dan ringkas menjawab rumusan masalah (serta harusnya tidak mengulangi pembahasan)	
10	Kamis, 27 Juni 2024	Merevisi Metode penelitian dan Melengkapi bagian hasil dan pembahasan	Metode Penelitian			

Sidoarjo, 30 Juni 2024

Mengetahui,

Dosen Pembimbing



Didik Hariyanto, S.Sos., M.Si, Dr.

\* Lembar bimbingan ini telah diperiksa dan divalidasi oleh Dosen Pembimbing dan dapat digunakan sebagai bukti yang sah



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**BERITA ACARA UJIAN SKRIPSI**

Tanggal : Selasa, 04 Maret 2025

Jam : 08:00

Tempat : GKB 3, LAB TV, L.2

Telah dilaksanakan ujian Skripsi

Judul : KOMUNIKASI PEMASARAN MELALUI MARKETPLACE SHOPEE TOKO CASUAL SURABAYA DALAM MEMPERTAHANKAN LOYALITAS KONSUMEN  
Nama : MUHAMMAD ALIF DARMAWAN  
Nim : 212022000056  
Prodi : ILMU KOMUNIKASI  
Bidang : KOMUNIKASI PEMASARAN

Dengan Hasil :

Disetujui

Jangka Waktu Perbaikan -

Perbaikan / penyempurnaan yang harus dilakukan adalah : (kalau diperlukan dapat ditulis dilembar terpisah)

No	Nama Dosen	Jabatan
1	Didik Hariyanto, S.Sos. M.Si. Dr	Ketua Penguji
2	Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom	Penguji 1
3	Kukuh Sinduwiatmo, S.Sos., M.Si	Penguji 2

Mengetahui,  
Kaprodi

Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom

Sidoarjo, 04 Februari 2025

Ketua Sidang

Didik Hariyanto, S.Sos. M.Si. Dr

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### Casual Store Surabaya Marketing Communication Through Shopee Marketplace In Maintaining Consumer Loyalty

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#### ABSTRACT

Marketing communication strategy is a way to consume products to the target market in order to achieve the company's goals. Through marketing communication strategies, companies try to disseminate information, influence, persuade and remind target messages about the company and the products offered by the company can be accepted. This study uses a descriptive qualitative research type. This study aims to determine the marketing communication strategy of the Casual Surabaya shopee marketplace in maintaining consumer loyalty. With data collection techniques carried out by observation, interviews, and documentation. Data analysis techniques use data reduction, data presentation and drawing conclusions. The results of the study show that brands and products most often use marketing communication strategies, such as utilizing their features such as Store Promo features, Discount Packages, Store Coupons, Store Vouchers, Shopee live and Seller Chat Of course, these strategies are very important to maintain brand and product loyalty among consumers.

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