

ABSTRACT

In today's competitive business landscape, where customer perceptions and brand loyalty are pivotal to success, the symbiotic relationship between internal and external marketing has garnered substantial attention. This thesis delves into the intriguing dynamics between internal marketing strategies and their cascading impact on external marketing outcomes within the context of Janji Jiwa, a dynamic Food & Beverage (F&B) enterprise.

The overarching objective of this research is to unearth the intricate connections between the company's internal marketing initiatives and their reverberations on external marketing performance. Leveraging a mixed-methods approach, this study encompasses qualitative analyses of internal marketing practices within Janji Jiwa, encompassing employee engagement, organizational culture, training, and communication. Complementing this, quantitative evaluations are conducted to measure the ensuing effects on external marketing metrics, including customer satisfaction, brand loyalty, and market share.

The findings of this research illuminate the pivotal role of internal marketing as a catalyst for shaping external marketing endeavors. By fostering a conducive work environment, nurturing employee motivation, and cultivating a shared sense of purpose ('Janji Jiwa'), the company can effectively influence the quality of customer interactions and experiences. The outcomes of this study are expected to provide valuable insights into the mechanisms through which internal marketing strategies propagate externally, thereby enhancing Janji Jiwa's market positioning and competitive advantage.

This research not only contributes to the theoretical discourse on the interplay between internal and external marketing but also offers practical implications for F&B businesses like Janji Jiwa aiming to optimize their holistic marketing approach. Recognizing the holistic nature of marketing, wherein the internal facets are intertwined with the external facets, proves imperative for businesses seeking sustainable growth and differentiation in an increasingly discerning marketplace

Keyword: Internal Marketing, External Marketing