

Abstract

People in big cities have various needs. The main needs, of course, the needs of clothing and boards. This makes shopping centers such as malls grow annually. Shopping centers that we often call as mall are competing to compete in attracting consumers. The amount of competition done at each shopping center, making each mall should anticipate the increasingly market competition. One of the strategies that can affect competition between shopping centers is how they manage their marketing communication strategy. Marketing communication strategy that each mall do can increase the number of visitors and the attractiveness of the mall differently. One of the malls in Bogor, that is Lippo Plaza Ekalokasari Bogor is one of the first modern shopping center in Bogor that established in 2003. Researcher sees that the number of shopping centers in the city of Bogor makes Lippo Plaza Ekalokasari Bogor must have the right marketing communication strategy in order to survive in the existing competition. This research uses descriptive qualitative method. The paradigm in this research is using constructivism paradigm. By doing purposive sampling technique, researcher get maximal result in doing semi structured interview to the informants. The result of this research is Lippo Plaza Ekalokasari Bogor have done marketing communication strategy which includes planning, implementation, and evaluation of their activities.

Key words : marketing communication strategy, Mall, Marketing activity