

ABSTRACT

This study aims to find out the marketing communication strategy of MBIZ Company, since MBIZ in its first year can achieve revenue out of expectations, and use simple communication strategies.

The method used in this research is qualitative research method using the paradigm konstruktivisme, because in this study researchers trying to get the results of interaction conducted between researchers with the company under study.

The results showed that marketing communication strategy undertaken by MBIZ Company was in stages and in accordance with what the researcher was looking for, during preparation, during implementation, and post consumer gain. The 7 special strategies in the preparation of the search for consumers are segmenting, targeting, positioning, market review, competitor review, consumer review, and brand and product reviews. Furthermore, 6 special strategies in the execution of looking for the consumer that is advertising, direct marketing, interactive / internet marketing, public relations, sales promotion, personal selling. Then, 2 special strategies in keeping the consumer is the opportunity and the threat / lack.