

ABSTRACT

The era of globalization promises a new business opportunity and challenge for companies operating in Indonesia. On the one hand, the era of globalization expanded the product market from Indonesian companies and on the other hand, this situation led to increasingly fierce competition between domestic companies and foreign companies. Bodypack is one of the local brands that initiated the Bags industry in Indonesia, especially in the city of Bandung since 1993 and currently Bodypack still has the image of being a consistent Tas brand and keeping the design non-market and maintaining the quality of the production produced.

The purpose of this study is to describe the Bodypack Brand marketing communication strategy. This research was conducted with a guide to the IMC Model owned by Adji Watono and Maya Watono which consists of discovery circles, intent circles, and strategy circles that formulate basic principles that are key factors in the success of a strategy in a comprehensive model and systematic. This study uses a descriptive qualitative research method with a post positivistic paradigm.

Qualitative descriptive research is conducted to describe and summarize all situations or conditions and phenomena that occur around the community which then become an object. Data collection is done by nonparticipant observation and in-depth interviews with Marcomm Bodypack Manager. From the results of the study it was found that Bodypack used a marketing communication strategy through Instagram social media.

Keywords: Strategy, Marketing Communication, Social Media, Instagram