

ABSTRACT

Pindad is an only defense industry that produces weaponry in Indonesia, strive to achieve autonomy of Indonesia's primary weaponry defense system. In achieving those objectives, Pindad implemented a marketing communication strategy to carry out about introduction and sales activities for the product, spreading the message nationality, and corporate communication activities. The purpose of this research to see how the process of the communications strategy marketing conducted by Pindad. This research is made using descriptive qualitative methods and data collection was carried done through depth interview and observation. The results of the research show how the planning process, organizing, actuating, and evaluation by Pindad. Marketing Communication by Pindad departs on the segmentation of different audiences, Pindad divides the company's focus on the Marketing Departement for the special segment and the Corporate Communication Department for the general segment. In build marketing communication messages, Pindad includes nationality messages to cultivate the product user and society. The marketing communications is also used the communication business cooperation with the other government, company, and marketing sales directly to the intended segment. Also, corporate communication activities are carried out in introducing the company and its products to the public through new media, as well as establishing relationships with external media and creating activities that involve the community as Pindad's efforts to build a user experience and corporate image.

Keywords: *Marketing Communication Strategy, Defense Industry, Promotion Mix.*