

ABSTRACT

Roboratory Indonesia is a robotic course institution in Indonesia that is known as Moslem Robotic course institution. The first mission is to inhume the high technology for the entire society. As for the communication purpose is for making a robotic education system to be something easy. Roboratory wants to make the technology to be something that is common and easy to access in the society, especially for the student in Indonesia. Roboratory packed the communication purpose with its tagline “The easy way to learn robot”.

The goal of this research is to understand the marketing communication strategy of Roboratory, start from the planning, the implementation, and the evaluation of the strategy to inhume the high technology especially for the student. Roboratory also set their goals to strengthen the mindset about the urgency of learning robotic study for the generation, using the marketing communication mix tools such as direct marketing, marketing public relation, personal selling, public relations, sales promotion, word of mouth, advertising, event, packaging, and sponsorship.

Research method that is used in this essay is qualitative method with case study approachment. The data is collected by observation (on field and online) and depth interview with the key informant, specialist informant, and supporting informant. The result of this research is to create the marketing communication form that can increase the brand awareness toward Roboratory and make robotic easier through the stages of planning, implementation, and evaluation of the strategy. Through these stages Roboratory is expecting to gain more achievements and make another innovation in creating the generation that master the high technology and ready to face the national and international industrial rivalry.

Keywords: *Marketing communication, Roboratory, Robotic*