

ABSTRACT

Not having a dedicated marketing team is an obstacle in implementing the strategy. The importance of a marketing communication strategy to market the products made by the Banava Batik Studio so that more and more people know Banava Batik and can also increase their production and also export and import of Banava batik, in this case also improve the communication system so that the goals that have been planned can run and have a positive impact as planned.

The objectives that have been planned can be carried out and have a positive impact as planned, therefore the problem formulation in this study is how the marketing communication strategy for Banava batik as a typical product of Donggala Regency, Central Sulawesi. This type of research is qualitative with a descriptive analysis. Data collection techniques used are interviews and observation. The data analysis method in this study uses triangulation. The results of this study indicate that Batik Banava uses 4 marketing communication strategies, namely social media advertising, direct promotion to customers, batik training for the community and increasing Brand Aweerness.

Keywords:Marketing Communication Strategy, Batik