

Abstract

In a competitive industrial environment, companies are required to continuously adjust to changes in consumer preferences, the emergence of new competitors, and advances in information technology. Marketing becomes one of the important elements in ensuring the continuity of the company's business. PT AMCO MULTITECH, a company engaged in general distribution and trading, faces sales challenges in the midst of intense competition. This research aims to evaluate the marketing communication strategies used by PT AMCO MULTITECH in an effort to improve sales performance. A descriptive qualitative approach with triangulation method was applied in this research, through interviews, observations, and documentation. The results revealed that PT AMCO MULTITECH's marketing communication strategy includes several components, namely advertising, direct marketing, sales promotion, personal selling, interactive marketing, and public relations. It can be concluded that the efforts made by PT AMCO MULTITECH have a positive impact on increasing sales. The company's main focus lies on personal selling, which prioritizes direct interaction between the sales team and potential customers in promoting and selling products. In addition, the company also uses promotional materials such as brochures and catalogs and through digital communication to ensure price quotes match customer needs. To improve sales performance, the company is advised to further maximize the use of digital platforms to expand market reach and optimize online marketing. By combining personal selling and digital marketing strategies.

Keywords: Marketing Communication Strategy, Marketing Communication Mix