

ABSTRACT

PD Beton Karya Persada is a company engaged in the production of concrete fences in Bengkulu City. In facing industry competition, the company implements marketing communication strategies by utilizing social media and conventional promotions. However, the effectiveness of these strategies remains suboptimal. The use of Facebook and WhatsApp as marketing media is not yet supported by consistent strategies, such as creating high-quality content, utilizing paid advertisements, and actively engaging with customers. Additionally, sales promotion programs are still limited, making it difficult to attract new customers. The analysis results indicate that although there has been an increase in sales over the years, this growth is not fully influenced by the marketing communication strategies applied. The main obstacles in implementing these strategies are the lack of dedicated human resources for digital marketing and the minimal use of a broader range of social media platforms. Therefore, optimizing marketing communication strategies through more effective social media utilization, engaging content management, and a more aggressive digital promotion approach is necessary to enhance competitiveness and product sales.

Keywords: *marketing communication, social media, digital promotion, marketing strategy, concrete industry*