

ABSTRACT

Peter Says Denim or often called PSD is one of the local brand fashion products. PSD itself comes from Bandung, West Java. PSD was originally founded by Peter Firmansyah in November 2008. Peter used the concept of "Music mix with fashion" to market its products PSD. The main focus of PSD products are jeans, but PSD also make t-shirts, hoodies, shirts, jackets, and various accessories such as purses and hats. Peter Says Denim is a brand that is very active in the execution of its marketing communications strategy. The implementation of communication strategies in marketing can attract customers who have a positive impact on a company such as an increase in sales and create a good image for the company. This study aims to determine the marketing communication strategy adopted by Peter Says Denim.

This study used qualitative methods to describe an object, a picture of systematic, factual, and accurate information about the facts, the properties and the relationship between the phenomena investigated. The population in this study conducted by observation and semi-structured interviews on informants internal and external informants of Peter Says Denim in Bandung.

The results of the study author Peter Says Denim carried on, after interviewing six respondents indicated if the utilization of marketing communication strategies implemented in the marketing communication strategy focused emphasis on the Direct Marketing sales, especially the telemarketing through various official accounts owned by Peter Says Denim.

Keywords: Marketing Communication Strategy, Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, Direct Marketing, Events and Experiences