

## ABSTRACT

*Integrated Marketing Communication is a necessary thing needed for a brand, whether it is a big brand or a brand starting from a scratch. Every brand has a superiority which is by integrated marketing communication strategy, will be more recognized by people. It is the same with Yoichiz, by only utilizing the advantage of product wouldn't make people recognize it more. Yoichiz needs integrated marketing communication strategy accurately to gain more brand awareness and get a high purchasing number. The aim of this study is to provide an overview of integrated marketing communication strategy of Yoichiz. This study used qualitative research method with a descriptive case study approach. The result of this study was on the planning stage, Yoichiz hasn't composed a well planned integrated marketing communication strategy refers to its target audience. Then, on implementing stage it has been known that Yoichiz didn't implement the marketing communication strategy as a whole strategy but as a separated. Thereby on the evaluating stage, all of the communication objective hasn't been achieved yet.*

*Keywords: integrated marketing communication strategy, Yoichiz*