

ABSTRACT

The increasing number of internet user in Indonesia and their preference to use mobile device has made hotspot easier to found. PT.Telkom Indonesia, as one of Indonesia's internet provider seize the opportunity by releasing Wico 2.0 to the market, Wico 2.0 is a hotspot, with the same business scheme as internet cafe, with the likes of cafe and restaurant owner as its target. Wico 2.0 could be used as a facility for their customer, and it also could be seen as the extension of their main business. Business service division is the unit who hold the responsibility of Wico 2.0's marketing process. Wico 2.0 as a new brand are struggling in terms of their brand awareness, so its necessary to build the brand awareness using an effective marketing communication strategy. The method used in this research is descriptive qualitative with post-positivism approach. The Data is gathered by doing observation, field surveys, and interview. Besides that, the data also gathered in form of information and documents which is not include numbers. The results of this research is that the marketing communication strategy of business service division of Telkom Indonesia in building Wico 2.0's brand awareness has been found using IMC Dwi Sapta method, and it also took Wico 2.0 to the level of brand recognition in the brand awareness phases.

Keyword : Marketing Communication Strategy, Brand Awareness, PT.Telkom Indonesia, Wico 2.0