

ABSTRACT

This study aims to analyze wallpainting advertising strategy to support promotions of XL brand. An object of this study is PT XL Axiata, Tbk. Method that was used in this study is a qualitative method with descriptive approach. Data collection in this study used interview technic to corporate employee or provider of telecommunication business people, and advertising agency. Data analysis technic which was used is data analysis interactive model. The results of this study show that wallpainting advertising was supported the promotion of XL brand. In fact, wallpainting advertising conducted by PT XL Axiata, Tbk was getting good feedback from customer, thus this subject show that purpose of wallpainting advertising of PT XL Axiata, Tbk to reach awareness from customer was well reached.

Keywords : strategy, wallpainting advertising, promotions.