

ABSTRACT

This research was conducted to find out the influence of the community of online brand in maximize strategy of marketing communications in services otobis Nusantara's company. In this research, variable brand online community divided into three dimensions namely common awareness, rituals and traditions, and moral responsibility. This type of research is survey research with data collection techniques using a questionnaire. The sample are chosen by purposive sampling, with sample around 400 people which are the members of the brand online community in "APBN Nu3tara & Symphonie".

Based on data analysis, there is indicate that the brand online communities of APBN Nu3tara & Symphonie significant influence on marketing communication strategy of the services Nusantara bus company with t-test value of 22.817 and greater than t-table which only amounted to 1.6499, with a significance level of 0% or below 5%. The regression coefficient of brand online community showed the number of 0.567 and a positive sign that could be interpreted that 56.7% of marketing communication strategy PO Nusantara affected by brand online community APBN Nusantara and Symphonie. Based on the results of the descriptive analysis, the dimensions of public relations to get the highest value in the variable marketing communications strategy. Through communication efforts of a company to influence perceptions, opinions, beliefs, and attitudes of various groups against the company related to the character of brand online community. So the marketer of the companies can give more attention to the public relations dimension in implementing marketing communications strategies in an effort to manage its brand online community.

Keywords: online brand community, strategy of marketing communication, services, otobis company