

ABSTRACT

This research entitled "The Marketing Communication Of PT Summarecon Agung Tbk In Marketing The Kota Summarecon Bekasi As Modern Residential Zone and Integrated Commercial Centre". The purpose of this research is to describe and explain the marketing communication activities conducted by PT Summarecon Agung Tbk in marketing The Kota Summarecon Bekasi to the entire of its market targets. Summarecon was chosen because of its unique marketing concept compared to its competitors, and Summarecon receives several awards and achievements in its field.

In this research, there are several theories that make reference with, two of which are in the marketing communication strategies uttered by Moekijat (2000: 443):

"Marketing communications strategy is the company's activities to drive sales with direct communications that assures to the buyer.". The second one made by Lamb, Hair, McDaniel (2001: 146): "The marketing communications strategy is the plan for the optimal use of the promotional elements: advertising, public relations, personal selling and sales promotion.".

The method which used is descriptive method with qualitative approach. Data collection was done through literature and field studies, observation, documentation, and in-depth interviews. The research was conducted in The Kota Summarecon Bekasi, Bekasi, West Java, and in the Plaza Summarecon, Jakarta.

Based on the results of this research, indicating that Summarecon using all the potential in marketing activities, such as advertising, direct marketing, electronic marketing, sponsorship, and other exhibitions. Besides, Summarecon keeping the marketing pattern that used since Summarecon established, the pattern of social marketing, where marketing activities have contributed to the welfare of the people of Bekasi, seen from the establishment of many facilities and infrastructure which is dedicated to the people of Bekasi in general and Kota Summarecon Bekasi consumers in particular. It is found based on the results of interviews with some of the parties who have the capability, field observation, and documentations during the research.

Keywords: Communication, Marketing, Summarecon