

ABSTRACT

Nowdays, internet especially on mobile applications are being used by organization and also in business to improving the brand awareness. The business activities using internet technology is an innovative way to enter the virtual market referred to as electronic business by using internet technology, a organization can perform a wide range of business activities such as electronic business transactions, the operational functions, business shareing information with consumers and suppliers to maintain business relations, before, during and after purchase order to increase brand awareness. This is also done by IndiHome products. IndiHome is a famous broadband product in Indonesia. This research aims to know the communication strategy of marketing through My IndiHome application in increasing brand awareness.

This reseach is a qualitative reseach with descriptive method, research which is a gives a careful overview regarding certain individuals or groups in a situation or symptoms. Data collection measures that could be done until the data can be presented is to by interviews, documentation, and literature research.

Based on the results of the analysis, can be concluded. That the marketing communication strategy through the My IndiHome application in increasing brand awareness is to use component on the application My IndiHome, and enough to encourage increase of brand awareness up to product branding stage where products already have values to be remembered by consumers.

Based on the research results, researcher suggests that IndiHome needs to consider maximizing product promotion on My IndiHome contents and usage of other promotional media such as social media to increase brand awareness of the consumer, need for content-content that is interesting to keep in mind, as well as more interesting contents for consumers to remember.

Keywords: Strategy, Marketing Communication, Mobile Apps, Brand Awareness, MyIndiHome