

## ABSTRACT

*As a pioneer of souvenir cake in the city of Bandung, and an increase in the number of Instagram followers as many as 1000 followers every day from May to September 2017, was able to increase the number of sales Bandung Makuta Cake. This study was conducted to describe integrated marketing communication strategy Bandung Makuta Cake. This research was conducted with the guidance of IMC Model belongs to Adji Watono and Maya Watono (2011: 34-35) that consisting of discovery circle, intent circle, and strategy circle which formulates the basic principles that are key factors of strategic success in a comprehensive and systematic model. This research uses descriptive qualitative research method with post positivistic paradigm. Qualitative descriptive study conducted to describe and summarize all the circumstances and conditions surrounding the phenomenon that occurs in people who later becomes an object. Data collected through by nonparticipant observation and in-depth interviews with Top Marketing Manager Bandung Makuta Cake. This research describes integrated marketing communication strategy in Bandung Makuta Cake by using IMC Dwi Sapta Model. The results of this research that the analysis on discovery circle can be done by involving the research agency so that the information obtained will be more detailed, and in analyzing the intent circle needs to pay attention to the brand development in the community both positive and negative issues so that it can become brand development. Then in making strategy circle, see the results of the analysis of the two previous stages that have been done and integrate the elements that exist in it to be applied to some marketing communication mix.*

*Keywords: Integrated Marketing Communication Strategy, Bandung Makuta Cake, discovery circle, intent circle, strategy circle.*