

ABSTRACT

Transvision is a Trans Corp company engaged in subscription television service. Transvision has not been long built (since renamed), so Transvision still needs to introduce its company to the market. The method used in this research accordance with the integrated marketing communication, they are personal selling, direct marketing, advertising, interactive marketing, sales promotion and public relations. This can affect the company's brand image, besides it, many companies are the same as Transvision. The purpose of this research is to know the marketing communication that has done by Transvision; knowing the brand image of Transvision; knowing the effect of Transvision's marketing communication on Transvision's brand image.

The research method used is descriptive research method verifikatif. The research data was obtained from the questionnaire distribution. The population in the study is not known the number of Transvision customers with certainty, then used the formula noulu to determine the sample. The technique of selecting respondents is simple random sampling with the number of 100 people. The result of questionnaire distribution is processed by validity test, simple reliability and regression test.

Based on the results of the study, it was found that Transvision's integrated marketing communications are good, as well as the Transvision brand image is good on consumer perception. The results of this research found that integrated marketing communications that has done by Transvision have a positive and significant impact on the Transvision's brand image.

Keywords: Integrated Marketing Communication and Brand Image