

ABSTRACT

This study was conducted to describe integrated marketing communication of strategy PT Pos Indonesia in marketing the Dilan 1990 series stamps. 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 in-depth interviews with VP Marketing PT Pos Indonesia. This research describes integrated marketing communication strategy in Dilan 1990 series stamps by using IMC Dwi Sapta Model. The results in this study that analysis on the discovery circle need to explore the competitors in doing business, to be able to maintain competitiveness in the market, same as discovery circle in analyzing the intent circle need to pay attention to the competitiveness of product in the market. Then in making strategy circle, must be able to maximize the use of online media and conventional media in order to strengthen the information / messages conveyed to the target audience.

Keywords: Integrated Marketing Communication Strategy, PT Pos Indonesia, Dilan 1990 series stamps, discovery circle, intent circle, strategy circle.