

## **ABSTRAC**

*Marketing Communication strategy plays a very important role in offering a product and service, if the Marketing Communication strategy is carried out properly, then marketing activities will be carried out well. The purpose of this study was (1) To see the Marketing Communication strategies used by CV. Exotic Global Nusantara in increasing the number of consumers (2) To see the factors that support the increase in the number of consumers of CV. Exotic Global Nusantara. His study discusses the Marketing Communication Strategy of CV. Exotic Global Nusantara in Increasing the Number of Consumers. The results of this study prove that the Marketing Communication strategy carried out by CV. Exotic Global Nusantara is divided into three divisions, namely: Marketing Communications, Sales Promotion, Direct Marketing. Supporting factors in the Marketing Communication strategy are the application of the elements of Marketing Communication appropriately and the quality of products / services that have provided the best service and communication to consumers and make consumers comfortable with the facilities provided, so that it is worthy of CV. Exotic Global Nusantara able to compete in the market. This type of research is descriptive qualitative, the data source used is information derived from interviews and observations. Data collection was carried out through field research with observation, interviews and documentation.*

*Keywords: Direct Marketing, Marketing Communication, Marketing Communication Strategy, Sales Promotion*