

ABSTRACT

The use of social media as a promotional media has an important role. This is what is used DJ Arie Public speaking and Broadcasting School in increasing brand awareness. This study discusses the marketing communication strategy carried out by DJ Arie Public speaking and Broadcasting School in increasing brand awareness. The purpose of this study was to determine the marketing communication strategy carried out by DJ Arie Public speaking and Broadcasting School. The theory used in this research is the theory of marketing communication strategy from the book by Widjayanto and Amirullah which consists of planning, implementation, and evaluation. The method used in research is descriptive qualitative with data collection techniques in the form of interviews, observation and documentation. From the research that has been carried out, it can be concluded that the planning stage begins with the problem analysis process, the audience analysis process is carried out, the determination of communication objectives, the selection of promotional media and finally the message development process. At the implementation stage, DJ Arie Public Speaking and Broadcasting School conducted marketing mix activities such as sales promotion, publicity, events, interactive marketing, and WOM. The final stage is the evaluation stage which is carried out in two steps, namely, measuring the performance of promotions and making corrections to what needs to be addressed during the implementation stage.

Keywords: Evaluation, Implementation, Marketing Communication Mix, Marketing Communication Strategy, and Planning