

ABSTRACT

*This research is a qualitative research to examine the marketing communication strategy of Kartini Catering in winning the catering market in the city of Bandarlampung. This study aims to determine the marketing communication strategy of Kartini's catering in winning the catering market in the city of Bandarlampung. This study focuses on the marketing communication strategy carried out by Kartini's Catering. This study uses a qualitative descriptive approach. The data analyzed are the results of interviews with the owners of Kartini Catering and Marketing of Kartini Catering. Kartini Catering uses the theory of effective marketing communication strategies from Machfoedz in his book *Modern Marketing Communication*. At the Message Strategy stage, namely the content of Kartini's catering information on her Instagram account, she explained that photos and captions were messages conveyed, and the Creative Form of the message was to display brand identity and carry out word of mouth marketing communications like old consumers telling new consumers, which combines 2 emotional and rational aspects of each message. Then on the Media Strategy, namely Media Selection, Kartini's Catering uses Instagram and Facebook. And in the Consumer Gap, the consumer gap carried out by Kartini Catering chose to market products offline at the place where consumers were receiving receptions, where we marketed products and also distributed catering brochures.*

KEYWORD:Strategy marketing communication