

ABSTRACT

PT. Krakatau Steel is company that owned by Ministry of State Owned Enterprises run in Steel Industry and having strategic role in development of Indonesian Infrastructure. Purposes of developing the Steel Industry, Krakatau Steel has so many step to manage marketing communication as part of marketing activities. Based on that purpose, this research has purposes for deep analyzing with the title of "Analyzing Strategy of Direct Marketing PT. Krakatau Steel". This research was made using the methods of Qualitative-Descriptive and data collection through deep interview, observation with technical triangulation as technical data analyze. The result of this research, PT. Krakatau Steel using 3 channel in Direct Marketing, there are Online Marketing, Catalog Marketing, and Social Media Marketing and controlled by Marketing Research & Development division for monitoring and planning. Result of this research also drive along on how the strategy is produced and usage of specific channel on Direct Marketing strategy created by PT. Krakatau Steel. Because of that, the role of Direct Marketing for company is needed to reach potential consumer that generate wide exposure and are able to identify well on how far company can works to giving special treatment to the consumer based on the Direct Marketing.

Keywords: *Direct Marketing, Steel Industry, Marketing Strategy*