

ABSTRACT

Satay is a typical food that can be easily found in almost all regions of Indonesia. Indonesia also has various kinds of satay, one of which is ambal satay, a special dish from Kebumen, Central Java. Unfortunately, ambal satay does not have a long shelf life. However, Allisha Ambal Satay product from Allisha Foods can last up to 6 months and become Kebumen's featured souvenirs. This study aims to determine the marketing communication strategy carried out by Allisha Ambal Satay as featured souvenir of Kebumen. This research uses descriptive qualitative research method. The research data was taken through the process of interview, observation, documentation, and literature study. The data validity technique uses source triangulation techniques. This study uses the theory of an effective marketing communication strategy from (Machfoedz, 2010). The results showed that Allisha Ambal Satay designed communication objectives and used message and media strategies. In the message strategy there are creative message form of rational and emotional messages. In the media strategy, Allisha Ambal Satay uses direct communication channels by meet the consumers at exhibitions and indirect communication channels through social media such as Instagram and Facebook as the main media, and print media, namely brochures and catalogs to support exhibition. Allisha Ambal Satay takes advantage of consumer gaps in the form of time and place. The time that Allisha Ambal Satay uses to convey messages in direct communication channels is when consumers come to the booth while indirect communication channels such as social media are weekdays for Instagram and weekends for Facebook during break time from 12.00-13.00 WIB or 19.00-21.00 WIB during breaks, while brochures and catalogs serve as supporting media in the exhibition.

Keywords: Marketing Communication, Marketing Communication Strategies, Allisha Ambal Satay.