

ABSTRACT

In modern times like today, everything that is done is young and practical as well as State-Owned Enterprises (BUMN), one of which is PT. PLN (Persero). Where, this company is expected to be a company that can keep up with technological developments to carry out continuous innovation which is the most important driver of company value for manufacturing. Prepaid electricity is one form of innovation developed by PT. PLN (Persero) in the success of energy saving programs or electricity use efficiency. One of the expectations of an innovation activity is to provide an optimal influence on the company's image and reputation, communication in the form of promotion is the right tool in improving the company. PT PLN (Persero) has used various ways to promote prepaid electricity through social media such as Instagram, television, and print media. The form of marketing communication echoed by PLN to introduce Prepaid Electricity after the opening of kWh of prepaid electricity aims to attract people who are still using postpaid kWh of electricity by promoting social media such as YouTube. So it takes a good communication strategy to achieve the goals desired by the company. Which is the background of this research, namely analyzing the company's communication strategy used so that the company's goals can be achieved by using a case study of PT. PLN UP3 Bintaro.

Keywords : Marketing Communication Strategy, PT. PLN, Prepaid Electricity kWh Transmission