

ABSTRACT

The development of technology and information in the current digitalization era has an impact on changes in people's lives and is evidenced by the development of the internet which is inseparable from the life order of modern society. The economic sector is one of the sectors affected by the development of the internet and has an effect on the marketing communication strategy which has undergone a transition from the previous only conventional form which has now entered digital form. IDCloudHost is a local-owned cloud service provider and hosting company which since its establishment in 2015 has been trying to maximize digital marketing communication strategies, but still not optimally because there are problems and obstacles experienced in the implementation of digital campaigns. Therefore, the design of this work is entitled "Designing IDCloudHost 8th Anniversary Campaign as a Digital Marketing Communication Strategy Implementation" which is expected to be a solution to the digital marketing communication problem of IDCloudHost in 2023. The theory that becomes the reference in designing this campaign is a digital marketing communication strategy, , integrated marketing communications, message strategies, media channel types and digital media channels. The author uses interview and observation methods to design this campaign. After that the author will process the data to be used as a design for IDCloudHost 8th Anniversary Campaign

Keywords: *Digital Marketing Communication Strategy, Integrated Marketing Communication, IDCloudHost, Campaign.*