

ABSTRACT

The visual package of an advertisement on television will not be communicated perfectly to the audience if it's not supported by good audio quality and those who have a role in making audio in television advertisements are audio-post companies. The increasing of audio-posts certainly makes rivalry in the industry more visible, but they still have their loyal clients that have lasted from the past until now. In addition, there is no audio-post company for television commercials outside Jakarta. Therefore, this study aims to find out how Cut2Cut studio's communication strategy is in maintaining client loyalty to television advertisements and to find out why audio-post companies are only located in the Jakarta. The method used is qualitative with a case study approach. The results of the study stated that Cut2Cut studio carried out several strategic stages including strategy planning strategy implementation, and strategy evaluation. The reason audio-post companies are only located in Jakarta is because of location and voice over talent relationships.

Keywords : communication strategy, audio-post, client loyalty, cut2cut studios, case study