

ABSTRACT

This study aims to determine IndiHome marketing communications by PT.Telkom Indonesia (Regional III) organized to realize becoming a top of mind brand, by applying integrated marketing communication theory from William G.Nickels (2007) which consists of Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling and also Direct Marketing, the second is based on Durianto's (2017) theory of Top Of Mind. This research involved key informants, supporters and experts. Expert informants have a role to assess whether IndiHome's marketing communication activities are running well. Therefore, the answers to key informant interviews and supporters became the benchmark for this research. Through a qualitative approach and descriptive research types, the stages carried out in this study were advertising, sales promotion & events, personal selling, direct marketing and top of mind. The results of this study are: 1) Advertising, namely advertising activities carried out by PT. Telkom Indonesia (Regional III) using online and offline media. 2) Sales Promotion & Event, namely sales promotion integrated marketing communication activities carried out by PT. Telkom Indonesia (Regional III). 3) Personal Selling, sales made by salesforce which are carried out offline. 4) Direct Marketing, marketing is done by contacting potential customers directly. 5) Top of Mind, namely the way of PT. Telkom Indonesia (Regional III) to maintain that IndiHome is always at the top of people's minds. Researchers found new findings from interviews with key informants, supporting informants and expert informants. According to him, at the research stage, adjustments must be made to management's provisions in order to be able to organize an event in a corporation in a structured and organized manner so that IndiHome will always be the Top of Mind brand.

Keywords : Marketing Communication, PT. Telkom Indonesia (Regional III), Top of Mind,IndiHome