

ABSTRACT

GarasiGolfKu is a company that does business in the automotive sector (Buggy Car Trading, Repair Services and Bodywork). Which is carried out by PT Cahaya Karya Dewanto in wholesale trade on the basis of fees or contracts which were officially established on September 19, 2018. GarasiGolfKu's communication strategy in building brand awareness is still unclear despite already owning a corporate website and corporate website being a part of GarasiGolfKu communication strategy. This research aims to describe GarasiGolfKu's communication strategy in building brand awareness using website. This research is a descriptive qualitative research with interview, observation, and documentation as data gathering techniques. Analysis units in this research are communication strategy and brand awareness. Research results show that GarasiGolfKu is implementing communication strategy by identifying its target audience and its goal, to then communicate GarasiGolfKu's brand identities and product knowledge through the website using article formats with straightforward messages easily understandable by customers. This research is supported by the concept of communication strategy and brand awareness. The interview was conducted by involving Hadi Solihin as a Key Informant, Devira Widyanti as a supporting informant, and Satrio Boyd as an expert informant.

Keywords: brand awareness, communication strategy, GarasiGolfKu, website