

ABSTRACT

Villages are the smallest entity in the country that is protected by law. The success of the village can support the success of the country. Currently, Indonesia is trying to educate the existing villages with digitalization. Smart Village Nusantara (SVN) is a program formed to digitize the village with the help of its digital product, namely "Simpeldesa". This study aims to determine SVN's marketing communication strategy through the Digital Integrated Marketing Communications (DIMC) activity approach in marketing the digital product "Simpeldesa". The research method used is descriptive qualitative. The results prove that SVN analyzes the segmenting, targeting, and positioning (STP) marketing strategy model. Smart Village Nusantara (SVN) conducts a marketing communication strategy that combines digital (online) activities such as social media and websites and offline. The main message highlighted by SVN in its marketing activities is the convenience provided by the digital product "Simpeldesa" to the village government and villagers.

Keywords: Digital Product, DIMC, Marketing Strategy, Marketing Communication, Simpeldesa, Smart Village