

ABSTRACT

Crab (portugunus pelagicus) is one of the fisheries commodities in Indonesia which is the mainstay of non-oil and gas exports, this is because its selling value is high, both as a local commodity and as an export commodity. One of the exporting companies engaged in canning crab meat products, implemented a pasteurization system and successfully exported it to the American market, called PT. Pan Putra Samudra. PT. Pan Putra Samudra in Cirebon is experiencing a decline in sales volume, it's because of the business management process is still using simple processes with using manual systems or human resources and The extreme weather climate factor makes it difficult to collect raw materials for crab meat. The purpose of this research is to determine the Marketing Communication Strategy of PT. Pan Putra Samudra Cirebon in the export of crab meat. This research uses marketing communications theory which consists of segmentation, targeting and positioning by using descriptive qualitative method. The subjects in this research is the person in charge of quality as the key informant, marketing as the main informant and the assistant in charge of quality as the supporting assistant. In this research concluded that PT. Pan Samudera Cirebon carries out direct communication strategies such as offering attractive promotions to increase customer's interest. The relationship between PT. Pan Putra Samudera with the customer is very important to create a good image to gain trust.

Keywords: *Segmentation, Targeting, Positioning*