

ABSTRACT

The advancement of digital technology and social media has opened new opportunities for companies to manage integrated and effective event marketing communication strategies. Vindes Corp utilized digital platforms to organize and promote the Tepok Bulu 2022 event with an Integrated Marketing Communication (IMC) approach. However, implementing IMC elements in a dynamic digital context requires a planned and consistent communication strategy to build audience engagement and strengthen brand image optimally.

This study aims to analyze the digital marketing communication strategy employed by Vindes Corp in the Tepok Bulu 2022 event, specifically how IMC elements such as advertising, public relations, digital marketing, personal selling, sales promotion, and influencer marketing are implemented through Vindes Corp's social media content. The research method uses descriptive observation of Vindes Corp's social media content during the pre-event, event, and post-event phases.

The findings indicate that Vindes Corp executes an integrated marketing communication strategy by dividing communication phases with distinct yet consistent messaging and style. The comprehensive implementation of IMC elements effectively increases audience engagement, strengthens brand identity, and creates a unified communication experience across various digital platforms. This strategy demonstrates the effectiveness of integrated marketing communication based on Kotler and Keller's IMC framework in today's digital context.

Word Order: Brand Identity, Event, Digital Marketing, Integrated Marketing Communication (IMC), Marketing Communication Strategy,