

ABSTRACT

In Bandung, customer' perception about Telkomsel brand image has fall from the first position in 2011 into the second position in 2012. Furthermore, there is a significant decline in customer base for Telkomsel Kartu AS. Thus, researcher believes that the problem needs to be investigated. And at the end, due to many improvements done by Telkomsel Kartu AS in integrated marketing communication, researcher wants to analyze whether Integrated Marketing Communication gives influences towards brand image or not. The objectives of the research were designed to give possible solution for the company to overcome the problem and moreover, it is also used to compare the theory that has been published with the reality that happened.

The study was held under a quantitative method and correlational study .There were 400 respondents being asked to fulfil the questionnaires in. At the end, researcher believes that the data should be analyzed through path analysis by collecting data through convenience sampling.

Based on the data that has been collected, researcher found that the value of R-square (R²) in the table is .97, and based on the considerations, it can be concluded that it has a significance level of influence of the independent variable exogenous integrated marketing communication on brand image simultaneously. The highest mark on performance of integrated marketing communication that has been done by Telkomsel obtained by Sales promotion which were marked as 80.53% and the lowest performance obtained by Interactive marketing which was only marked by 75.61 %.

Researcher believes that based on the research study, Telkomsel already done integrated marketing communication and can be categorized as good , this is proven by respondent's assessment that gives opinion about it. Brand image or consumer' perceptions about Telkomsel Kartu AS in Bandung can be categorized as good, because respondent' assessment that shows brand image Telkomsel Kartu AS obtained 81% voices of respondents. Thus, in the future Telkomsel needs to maintain and improve several issues in IMC. Telkomsel should maintain its good performance in public relation and prioritize it, because it gives the highest contribution toward brand image, furthermore, Telkomsel needs to focus on improving its interactive marketing. At the end, it would be good for Telkomsel Kartu AS to target youth because of their characteristic and due to the increase on youth' population number.

Keywords :Integrated Marketing Communication, Brand Image, Telecommunication Business, Telkomsel Kartu AS