

## **ABSTRACT**

### ***Integrated Marketing Communication On Mvicall Application***

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*Mvicall is a startup application product owned by PT. Sinergi Bestama Indonesia, located in South Jakarta. Mvicall has implemented Integrated Marketing Communication planning starting from 2018. Mvicall use out all IMC planning and activities so that Mvicall can reach their achievement. The concepts used in the research include marketing strategy, mixed marketing, IMC planning and Integrated Marketing Communication. This study aims to see the IMC planning that mvicall does. This study uses a post-positivism paradigm research approach. This type of research uses descriptive qualitative, the research used in this study uses purposive sampling technique, namely informants from internal companies and also Mvicall consumers. with supporting document data. The results showed that not only large companies are running IMC, but startups have also started. This can be a reference for other companies.*

**Keywords** : Mvicall, IMC, Startup

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