

## ABSTRACT

### **INTEGRATED MARKETING COMMUNICATION PLANNING TO PROMOTE BOOTCAMP PROGRAMS (Descriptive Study on the Celerates Acceleration Program)**

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*Celerates Acceleration Program is a free bootcamp managed by Celerates to produce IT personnel. Celerates' success in promoting the Celerates Acceleration Program is evidenced by the increase in the number of participants in 2022 by 800 people. Therefore, this study aims to explain the form of integrated marketing communication planning in promoting the descriptive study bootcamp program in the Celerates Acceleration Program. The method used is descriptive qualitative to explain the planning of integrated marketing communication more deeply and thoroughly. In obtaining data sources, this study used qualitative methods of in-depth interviews with internal staff, namely the head of marketing, head of Celerates School, and chief operating officer. The results found that Celerates applied tools of marketing communication, tools of integrated marketing communication, and integrated marketing communication plan for promotional tools for the Celerates Acceleration Program bootcamp program. The most widely used points are advertising and event marketing. In this application, Celerates managed to get an increase in participants and multinational companies.*

**Keywords:** *Bootcamp, integrated marketing communication, celerates acceleration program*

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