

ABSTRACT

INTEGRATED MARKETING COMMUNICATION STRATEGY IN RE.JUVE X LUNA MAYA CAMPAIGN

Asyita Fairuzsy Rasyiddin¹⁾, Fathiya Nur Rahmi²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

During the Re.juve X Luna Maya campaign period which was held from June 2022 to January 2023. Amidst the many competitors among juice drinks in Indonesia, Re.juve as a pioneer of cold-pressed juice carried out a form of collaborative campaign from various parties to raise awareness community about the importance of nutrition and a healthy lifestyle that can be started from oneself and have a positive impact on society, Re.juve distributes this campaign from its various channels and is integrated with each other. This study aims to determine the Integrated Marketing Communications strategy in Re.juve X Luna Maya campaign. This study uses IMC as the main theory supported by IMC Tools and Collaborative Marketing as supporting concepts. Qualitative descriptive method was carried out to answer research questions by using in-depth interviews with predetermined informants, documentation, literature studies. The results of this study suggest that the Re.juve X Luna Maya Campaign has been running in accordance with the stages of the Integrated marketing Communications strategy, namely planning, implementation, and evaluation. Re.juve has also successfully carried out collaborative marketing actions with a lot of publicity due to the implementation of 9 integrated IMC Tools, including: advertising, digital marketing, social media, direct marketing, personal selling, alternative marketing, sales promotion, database marketing, and public relations

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