

ABSTRACT

Advertising has become a very useful and profitable industry, but was separated from other promotional elements. PT. Kubus Digital Advertising is an advertising company that was already widely known in Lombok. PT. Kubus Digital Advertising perform marketing communication activities to attract sympathy and influence potential pelanggan and customers to make a purchase or repurchase in the company. The formulation of the problem in this research is how integrated marketing communications PT. Kubus Digital Advertising Lombok in attracting user service advertising agency. This study aims to determine the integrated marketing communications strategy and to determine the agency's interest in the service user in the PT. Kubus Digital Advertising. The research is a qualitative research. The technique of collecting data using interviews, observation and documents. The theory used is the theory of unified communications. The results of this study indicate that PT. Kubus Digital Advertising implement marketing communication strategies in an integrated way because they realize in promoting products, solutions, and services are not able to stand on its own requires a synergy of integrated marketing communications in building brand image with innovative products, services and solutions to meet the needs of consumers in all market segments the company handled. Selection of media promotional company uses integrated marketing includes advertising, billboard, flyers, official company website to advertise his company's products, then there is sales promotion in the sales promotion company provides promo with customers, then there is a public relations firms in building the brand image companies to undertake human resource development so that employees are able to communicate effectively to the customer, the latter established in cooperation with both government agencies and private sectors.

Keywords : *Integrated marketing communications, PT. Kubus Digital Advertising*