

ABSTRACT

The increasing size of agro-industrial development has made higher demand for agricultural products. Seeing these conditions, food products originating from agriculture at this time can no longer meet the needs of the community. Especially in Indonesia. Therefore, the Regency located in Central Java Province is a penceharian community that needs agricultural and industrial products. CV Kenal Tani is a company in Temanggung that is engaged in agriculture, specifically fertilizer sales. With the mission to make agriculture in Central Java more advanced with abundant yields it is hoped that the community can also increase. The focus of this research is to study the communication strategies carried out by CV Kenal Tani along with supporting factors and inhibitors. The theory used in this research is social marketing theory supported by the perspective of consumer processing models. The research method used in this research is descriptive qualitative method. The object of this research is the communication strategy applied by CV Kenal Tani in increasing product sales. The results of the study show how the communication strategies carried out by CV Kenal Tani have been done well, starting from marketing communications, functions & objectives of marketing activities, marketing communication strategies, marketing communication planning, implementation of marketing communication strategies, inhibiting factors and support of marketing communication strategies that is. There are only a few concepts from the marketing mix that have not been maximized. The inhibiting factor comes from submitting updated compilation messages. While the supporting factors are samples from old consumers who instill trust in new consumers to use products that are released from the company

Keywords: Marketing Communication Strategy, CV Kenal Tanggung Temanggung, inhibiting and supporting factors