

ABSTRACT

This research is titled Marketing Communication Strategy of Marketing of Small and Medium Enterprises of *Bawang Goreng Kriuk (BARKER)* in Increasing Sales. Marketing Communication Strategy is used by every company in increasing sales, introducing and marketing their products. The phenomenon that occurs is the emergence of SMEs with a new brand that can be said to be difficult to develop, meaning the lack of a "Marketing Communication Strategy" in the product, so that the brand is less well known by the market. One of them is the lack of marketing communication activities to increase sales. The purpose of this study was to determine the Marketing Communication Strategy applied by *BARKER* SMEs, supporting and inhibiting factors in selling their products. This study uses planning theory. The Marketing Communication Strategy is the rationale for knowing the UKM *BARKER* Marketing Communication Strategy process in increasing sales. The type of research used is descriptive qualitative research. Data collection techniques carried out were in-depth interviews, observation and documentation. The results of this study show that UKM *BARKER* uses a Re-branding strategy, then is supported by marketing communication activities, namely Personal selling, Publication, Direct marketing, Cooperating with Resellers / partners to market their products. The Marketing Communication Strategy and marketing communication promotion activities carried out by UKM *BARKER* have all gone but the success of all marketing communication strategies and activities is Re-branding, Personal selling, direct marketing, resellers. The new brand name, design logo, and the new Marketing Communication Strategy are the supporting factors of *BARKER*. Rising prices of basic materials or key ingredients, lack of knowledge about digital marketing, that is the inhibiting factor of *BARKER*. With the existence of research on the Marketing Communication Strategy, the writer can contribute so that the *BARKER* product can continue to improve its sales.

Keywords: Marketing Communication Strategy, *BARKER*, Increased Sales, Supporting Factors, Inhibiting Factors.