

ABSTRACT

Competition among softdrink companies lately is much more competitive in effort to gain consumers, especially in those of soda water drinking companies. PT. Coca-Cola Amatil Indonesia Central Java has its own certain strategies in facing the tight competition among the companies. Any competition either in the form of promotion, advertising, and kinds of the drink to attract consumer's attention. Aim of this research is to know any communication strategies for the trading activities of PT. CCAI Central Java in order to attract the consumer's attention. Any efforts done by this company in facing the competition among its competitors, the determination factors of this company in attracting the consumers, and any obstacles that appear for applying the strategies. This research was using a descriptive research method within a qualitative approach. Research objects were Marketing and Human Relationship Division of PT. CCAI Central Java in planning, actuating, and evaluating its trading communication strategies. Data collecting technique was done by using interviews, observation and documentation. Data analysis was done descriptively in order to give the description about research subject including in it are planning, implementation, and evaluation on the trading communication strategy of Marketing and Human Relationship Division of PT. CCAI Central Java. To reach its public, trading strategy of this PT. CCAI Central Java is done through five major mixed channels those are advertising, face to face trading, trading promotion, public relation and publicity, and also direct trading. Market target for PT. CCAI Central Java is all society member but student and pregnant women, and the main targets are all teenagers in the age of junior and senior high school. Trading communication strategy of PT. CCAI Central Java so far has been quite efficient. This is proven by the raise number of the consumers' demand from year to year.