

ABSTRACT

Es Callypsoo is one of the beverage business from Yogyakarta, which started partnership with the developed system. Products offered by Es Callypsoo is a product of the drink milkshakes and smoothies. The existence of the Es Callypsoo as local companies engaged in food, with a large number of competition in the area of Yogyakarta's strategy of marketing communications made by the company. Therefore, this research aims to know the marketing communications strategy implementation do Es Callypsoo Yogyakarta in increasing product sales. The methods used in this research is qualitative research methods, and activities related to marketing communication strategy Es Callypsoo. Using data collection techniques research librarianship, interview and observation. The results showed that the marketing communication strategy undertaken by the Es Callypsoo of Yogyakarta is via three types of marketing communications, namely, publications, promotion and advertising. The third form of this marketing communications each function in introducing to consumers and potential business partners of Es Callypsoo about product knowledge to build a good image. In addition, it also plays a role in incurring interest general audiences to come and buy the product Callypsoo Es in outlet or outlet that has been opened. Direct marketing is also used as a marketing communications strategy of Es Callypsoo in the building proximity to the consumer.