

ABSTRACT

Marketing communication strategy is an important thing for a company to market its products. By having a good marketing communication strategies expected product possessed could easily be sold to consumers so that corporate profits can be obtained. The purpose of this research is how the positioning strategy of marketing public relations mineral water TOTAL exploit the opportunities in those events or activities of sport, culture and the arts as well as social as part of the strategy. This research method is descriptive qualitative data collection techniques through observation and interviews with production managers and marketing managers, as well as consumers. The object of research is marketing public relations event organized, with getting the data from the CV. Pratama Karya. Results from this study gives find event marketing positioning strategies through public relations, and advertising effectiveness more deeply to see whether the positioning strategy, as a proper strategy undertaken by CV. Pratama Karya to put mineral water TOTAL products at a high position.