

ABSTRACT

"Kalimilk" is a small to medium sized business units or commonly referred to as small and medium businesses. "Kalimilk" engaged in the provision of healthy drinks in the fresh cow's milk. The concept of "Kalimilk" can be said to be new although many stalls roadside milk that has been around a long time and pretty much demand. The concept of "Kalimilk" fresh cow's milk which is processed in a modern with lots of flavors. Marketing communication strategies used "Kalimilk" by utilizing the on-line media as a promotional tool. However, on-line media also can not work by them self. "Kalimilk" combined with advertising. The purpose of this study to know how the implementation of marketing communications through on-line media as a promotional tool "Kalimilk" in attracting consumers. This study is descriptive qualitative. The data collection techniques used were interviews, observation, documentation, and this qualitative research study. Using a series of data analysis data collection, reduction, presentation, until the conclusion. Since its establishment until today "Kalimilk" consistent use of on-line media, other means of promotion such as advertising, word of mouth, and some other social networking media such as Facebook, Instagram, and Path. Media on-line allows consumers to talk about making a brand through Twitter accounts, Facebook, and Instagram purchase or use products and services. Any information that is spread through the on-line media occurred very quickly and in real time. Real time in this case is when the "Kalimilk" inform message then immediately get feedback from customers and prospective customers, thus providing a sense of closeness between the business owners, prospective consumer, and loyal consumer.