

Abstract

This study aims to identify and analyze marketing communication strategies used CV Abank Irenk in forming the brand awareness. Theory this research are Difusi Inovation Theory and Two Step Flow of Communication Theory. The research method used is descriptive qualitative method that reveals the company's marketing communications activities. Sources of the data in this study were gained from the primary data source and secondary data source. Data collection techniques in this study were done by observation and interview. This study was using data analysis framework, marketing communications, brand, and brand equity and brand awareness. The results explained that the marketing communication activities conducted by CV Abank Irenk were successfully established brand awareness. CV Abank Irenk completed the marketing communications using multiple marketing communications combination such as personal selling, public relations, sales promotion, events and sponsorships. In carrying out the marketing communications activities, CV Abank Irenk used a lot more of personal selling strategies that take advantages of the existence of the influential consumer where they would pass the company's marketing message to other consumers. This will create a buzz among consumers, which made an established continuously brand awareness.