

## **ABSTRACT**

*This qualitative research is motivated by a phenomenon in which the growth of the number of vehicles in Indonesia, especially in Bandung with the number of private vehicles that are high is 357,580 units and TOYOTA vehicle products that dominate the market or become a market leader with a percentage of 35.0% in 2016. The Object of this research is PT. Astra International Tbk. - TOYOTA AUTO2000 Branch Asia Afrika Bandung. In this case integrated marketing communications (IMC) is seen as the one of the way to achieve these results. This study aims to determine the considerations of companies in choosing IMC strategy, and to know the implementation of IMC, and to determine consumer responses to IMC implementation applied in AUTO2000 branch of Asia Afrika Bandung. This research is a descriptive and using qualitative research method. Data obtained from interviews with internal parts of the company that is Sales Supervisor and salesperson who received awards for the achievement of sales targets, as well as external parts are customer recommended by internal parts. The result of this research indicates that PT. Astra International Tbk. - TOYOTA AUTO2000 Branch Asia Afrika Bandung has used the form of marketing communications even IMC has implemented such as advertising activities, personal selling, direct marketing, sales promotion, event and experience, public relations and publicity, interactive marketing, and word of mouth. However, in practice there are some IMC activities that have not been maximized or not utilized optimally.*

*Key word: Marketing, Integrated Marketing Communication (IMC), PT. Astra International Tbk. – TOYOTA AUTO2000 Cabang Asia Afrika Bandung*