

ABSTRACT

Technology advancement has brought massive impacts towards how brands market themselves. Financial industries, such as PT. Bank Neo Commerce, Tbk, has shifted into digital banking and does most of their marketing online. One of the ways done by PT. Bank Neo Commerce, Tbk was creating and benefiting from communities as a part of their online marketing strategy. Communities have the potential to influence consumers' opinion and behavior, as well as can help PT. Bank Neo Commerce, Tbk in reaching a wider audience and building a positive brand image. Thus the objective of this article is to analyze community-based marketing strategy by PT. Bank Neo Commerce, Tbk in order to increase the number of their customers. This article uses explorative qualitative methods to study the object profoundly to find the potential, problems, and even hypothesis.

Keywords: bank, community, digital marketing