

### *Abstract*

The rapid development of the Internet, making the smartphone users is increasing, so that also helped change the way we communicate. KakaoTalk also offer services that not only sms and telephone, but in the form of mobile messaging applications. To increase the number of users KakaoTalk efforts by using marketing communication.

This study aims to determine how the influence of marketing communication of the decision process to use mobile messaging application KakaoTalk in Bandung in 2015. The sampling technique using a convenience sampling. The data analysis technique used in this research is descriptive analysis and path analysis.

The descriptive analysis shows that marketing communications KakaoTalk has a good category. The decision process using KakaoTalk also be in either category. Results of path analysis showed that the influence exerted by marketing communication by 12.8% which is obtained based on the effect of direct and indirect effect of public relations and publicity, and direct mail. Influence exerted by the public relations and publicity of 3.2% and direct mail by 9.6%.

This study suggested that KakaoTalk to optimize public relations and publicity and direct mail by combining these variables in order to process the decision to use KakaoTalk is increasing, but still consider subvariable media advertising and sales promotion. In a subsequent study in order to examine the marketing communication of other mobile messaging applications.

*Keywords: marketing communications, purchase decision, mobile messaging*