

## ABSTRACT

Mantap Sangat is a small medium enterprise originated from Dumai. The enterprise is mainly in the business of import and export, business consultant, training, and culinary. In culinary business, Mantap Sangat has four distinct products, which are catfish nugget, jerked catfish, bakpia, and ice green banana. In addition, Catfish nugget is the main product of Mantap Sangat and entered Bandung market in 2013. Marketing Communication used by MSE is only social media and limited word of mouth. Sales is only 20-30 pieces per month. On the other hand, IMC planning for catfish nugget isn't established yet.

In this research, Integrated Marketing Communication (IMC) with zero-based planning method is conducted. IMC method prioritize dynamic aspect of market rather than company historical data. Firstly, identifying target audience is conducted by analyzing segmenting and targeting. Then, SWOT identification by analyzing following variables: strengths, weaknesses, opportunities, and threats. After that, the target of IMC program is determined by analyzing marketing communication mix and creative idea. Then, we got semi-final program of IMC of catfish nugget Mantap Sangat. This semi-final program should be examined with constraint analysis, then validated it. The result of validation is a final program of IMC.

The result of this research is that nugget lele Mantap Sangat must implement five tools of marketing communications: advertising, internet marketing and social media marketing, word of mouth marketing, sales promotion marketing, and public relation.

Keywords: *IMC, marketing communication, zero-based planning, catfish nugget.*