

ABSTRACT

The aim of this research is to find out how marketing communications strategy stand up comedy Indonesia Kompas tv season 6 to attract participants. This study uses qualitative methods with the use of a descriptive case study approach based on constructivist views. To get the data, researchers use interview techniques in-depth. The research describes the elements that exist in the integrated marketing communications, in which its elements consist of advertising, sales promotions, events and experiences, community relations and publicity, personal sales and marketing langsung. Advertising is carried out by means of internal proprietary Kompas Gramedia group. Sales promotion is done through internet media. Process event and his stand up comedy experience Indonesia Kompas tv season 6 already has a good image in the community so that an increase in the number of participants who auditioned in season 6. Public relations and publicity done by communication with the community stand up comedy in Indonesia through the person in charge at each community. The sales process is personal and direct marketing is carried out by means of direct contact and go to the person in charge of each community stand up comedy in Indonesia via phone.

Keywords: Marketing Communication Strategy, Stand Up Comedy, Kompas Tv