

ABSTRACT

Puspa Iptek Sundial Kota Baru Parahyangan is a science center, which is visited by an average of 176 thousand visitors each year with a display area of 2,000 square meters which is calculated its density annually, Puspa Iptek Sundial is the most densest science center's in Indonesia. In the snatch its market share as the science center, marketing communications strategy is needed. Marketing communication strategy is a form of communication intended strengthening marketing strategies in order to achieve the effectiveness of marketing and segmentation. The methods of this research used the qualitative descriptive method by using the technique of in-depth interviews, direct observation of the research in Puspa Iptek Sundial Kota Baru Parahyangan which is also supported by data from the company's documentation and the informant that add up to three people. Based on the results of the data processing, then obtained that Puspa Iptek Kota Baru Parahyangan is using the elements of promotion mix consist of the advertising company that is in the form of billboards, billboards, and magazines. Sales promotion, is in the form of discounts, and cashback. Public relations which is in the form of publicity. Personal selling, that is in the form of event and Direct marketing is in the form of email and event.

Keywords: Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing.