

ABSTRACT

PT. Trikada Intronik is a telecommunication company engaged in providing IT products for companies that press on to reliable, flexible and capabilities. With regard to smart home, the development of technology in Indonesia is very rapid. This is evidenced by the increasingly advanced way of thinking of the Indonesian people who are not inferior to the European community. IMC Integrated Marketing Communication is a planning process that introduces the concept of comprehensive planning to evaluate the strategic role of various marketing communication elements, such as public relations, advertising, direct selling, sales promotion, and interactive marketing. But in order for consumers to know which companies will promote the products to be offered effective advertising and a special strategy in delivering the advertising of its products. This study aims to provide empirical evidence about the presence or absence of influence between AIDA mechanism (Attention, Interest, Desire, Action) that the company Against the response of the audience, especially consumer users Emma Smarthome. This study used a sample of 100 respondents with various sub criteria. F test results obtained by the value of F Count of 3.380 which means that together (Attention, Interest, Desire, Action) have a significant effect on the response of the audience about Emma Smarthome Platform. Determination coefficient test (R²) obtained Adjusted R-Square results of 0.108 (10.8%), influenced by other variables not included in the study. T-test Results (t-test) The results of the study indicate that there is only one independent variable that significantly affects the response of the audience

Keyword : AIDA, IMC, *Marketing Plan*, *Marketing Mix*