

ABSTRACT

Customer satisfaction will create customer loyalty to the company. Customers who have achieved customer satisfaction allows once they will pass on to associates or their relatives to recommend companies indirectly. AUTO 2000 Cibiru has had a strong brand image in the eyes of consumers as one of the automotive vehicle sales that are already well known by the public.

This research aims to find out how the implementation and effectiveness of Marketing Communication at PT. Astra International AUTO 2000 Cibiru. This research uses qualitative research methods with a descriptive study approach. To get the data, the author uses interview techniques in depth to Sales Supervisor and consumer AUTO 2000 Cibiru Branch. The research describes the Intregrated Marketing Communication which there is Marketing Communication, which consists of Advertising, Direct marketing, Sales promotion, events and Experiences, public relations and Publicity, Interactive Marketing, Word of Mouth Marketing, and Personal Selling.

The results of this research on the basis of observation and in-depth interviews to informants may be aware that the implementation of the Marketing Communication in PT. Astra International AUTO 2000 Cibiru Branch would operate properly there are several elements that are able to increase sales significantly compared to other elements, the element is Word Of Mouth Marketing through online media, as well as face-to-face, which describes the effectiveness of the implementation of the Marketing Communication elements was able to increase sales at PT. Astra International AUTO 2000 Cibiru Branch

Keywords: *Intregrated Marketing Communication, Marketing Communication*