

ABSTRACT

Social entrepreneurship is a form of entrepreneurships social responsibility in the creation of his business. Kompor Gastrik is example of a form social entrepreneurship was developed by company CV Wahana Putra Ideas. All companies in need marketing communication activities to sells products. Marketing communication is one of the important roles of each company. This research discusses the marketing communication strategy by a social entrepreneurship CV Wahana Putra Ideas to sells Kompor Gastrik. This type of research is qualitative research using descriptive method. The data obtained through interview, observation, and study of literature. Informants in this research amounted to five impormants consisted of three main informants and two supporting informants. The results of this research indicate that CV Wahana Putra Ideas market their products Kompor Gastrik with communication strategy is based on three models of integrated marketing communications, namely the discovery circle (analyzing the internal and external business environment), intent circle (analyze the problems faced and the benefits it brings brand), and the strategy circle (analyzing the target consumer, and integrated marketing communication which is done).

Key Words : Marketing Communications Strategy, Social Enterprise, discovery circle, intent circle, strategy circle