

## ABSTRACT

*Exclusive breastfeeding in Indonesia at this time is increasingly applied, it is reinforced by the law of exclusive breastfeeding that has regulated. Nowadays, there are breastfeeding mothers as workers which may inhibit exclusive breastfeeding for the baby. Because of it, the solutions for breastfeeding mothers are needed, one of them is Breastfeeding Medela product marketed by PT.Inti Buana Utama which has become an option for breastfeeding mothers in Indonesia. The purpose of this research is knowing how marketing communication strategy of breastfeeding Medela from PT.Inti Buana Utama, Bekasi. In this research, marketing communication strategy is using three IMC models by Dwi Sapta which are Discovery Circle, Intent Circle, dan Strategy Circle. This research uses descriptive qualitative with one main informant and two supporting informants. Based on the results of the research, it is known that marketing communication strategy conducted by PT.Inti Buana Utama in marketing Breastfeeding Medela product is to know first the market review, competitor review, consumer review, and brand review of Breastfeeding Medela product. Furthermore, PT.Inti Buana Utama sees SWOT, problem, advantage, and communication objective of Breastfeeding Medela product, and finally determines target audience, brand soul and selling idea, contact point, and marketing communication mix that is social media (Facebook, Instagram, Blog), The print media (magazine ads, brochures, sales promotion girl, customer service).*

**Keyword: Strategy, Marketing Communication, Health Products, Breastfeeding**