

ABSTRACT

Mondelez International launched Belvita Breakfast Biscuits in April 2016. Belvita is the only biscuit that presents itself as a breakfast biscuit in Indonesia. However, according to data by the chairman of Indonesian food nutrition it shows that 1 of 3 Indonesian people in society seldom eat breakfast especially breakfast biscuit. This study aims to determine Belvita marketing communication strategy in the branding effort as a breakfast biscuit by using the IMC model by Dwi Sapta. The research method used is qualitative method with descriptive approach and post positivism paradigm where the researcher can not get fact from a reality if the researcher make distance with reality that exist and must be interactive. Data collection techniques used are in-depth interviews with Belvita Mondelez, expert informants, and consumers and observations. Data analysis techniques used are Miles and Huberman data reduction, data presentation, as well as withdrawal of conclusions and verification. The results of this study illustrates that the marketing communication strategy undertaken by Belvita is in accordance with IMC model Dwi Sapta. But in the branding efforts to make Belvita as a breakfast biscuit, it has not been embedded into the mind and become a consumer habit that Belvita as a complement to breakfast.

Keywords: marketing communication strategy, IMC model, branding, breakfast biscuit, Belvita.