

ABSTRACT

Marketing communication planning is required to be implementation in a company or institution to face market competition, it's noticed by Telkom University to crawling new college in Indonesia is made a special event in roadshow to various regions in Indonesia or known as Mudik Roadshow. Mudik Roadshow is done by active college of Telkom University that conduct direct socialization to SMA/SMK , try out and seminar to communicate message directly to various city or regions in Indonesia. Mudik Roadshow is able to communicate a message directly, so students can interact directly with the students and get complete information The research aims to know marketing communication strategy of SMB Telkom University with Mudik Roadshow Program and used qualitative method with descriptive study approach. It found that there are several messaging strategies and media strategies that used SMB Telkom University through Mudik Roadshow in the marketing communication process.

Keywords: Strategy, Marketing Communication, Special Event, Roadshow