

ABSTRACT

Lack of marketing activities resulted in an increase in the number of sales and followers in Sass and co online sales medium to be slow compared to competitors. Sass and co handbag business classified as a small business requires the right marketing communication strategy to face the increasingly competitive business competition. Consumer preferences can help in determining the appropriate marketing communication strategy in accordance with the wishes of consumers to avoid failure in doing marketing activities.

The purpose of this research is to know how consumer preferences to marketing communication strategy for product Sass and co. There are 5 marketing communication mix used as a variable or called an attribute and 16 sub-attributes are called levels. The number of combinations that can be submitted to the respondents is 16 combinations.

Data collection techniques used questionnaires distributed to Sass and co market target in Indonesia, as many as 400 respondents. The sampling method used is nonprobability sampling. To interpret the results of research using descriptive analysis and conjoint analysis.

The result of the best combination of respondents is the marketing communication strategy using social media advertising, sales promotion by giving discounts, direct marketing through shopee, word of mouth marketing using friend recommendation, and using personal sales through offline store.

Sass and co should optimize the type of direct marketing to consumers, create attractive advertising content on social media, prioritize customer satisfaction, offer product warranty warranty, open bazaar booths, and use product endorsements to renowned artists of the capital to improve their marketing communications strategy.

Keywords: Preference, Marketing Communication Strategy, Conjoint Analysis