

## **ABSTRACT**

*Hi Jack Sandals is a local brand pioneer that focuses on producing sandals from the beginning Hi Jack Sandals is formed. At first, Hi Jack Sandals using vendor concepts, but currently Hi Jack Sandals has managed to produce its products independently and perceived to require marketing communication activities in accordance with established target Hi Jack Sandals. The purpose of this research is to describe Hi Jack Sandals marketing communication mix using Belch & Belch promotional mix (2015) theory which consists of advertising, direct marketing, interactive/ internet marketing, sales promotion, publicity/ public relations and personal selling which is the six elements promotional mix. This research uses descriptive qualitative research method with post-positivistic paradigm. Qualitative descriptive research is conducted to describe, and summarize phenomena. Data collection was done by observation, interview (in depth interview) with creative director Hi Jack Sandals. This research describes the marketing communication mix used by Hi Jack Sandals. The results of this research found that Hi Jack Sandals using advertising through Instagram Ads, Facebook Ads, magazine, and e – magazines. Direct marketing through e – mail blast, internet marketing through websites, sales promotion using discount coupons, public relations do collaboration, events, gift, and campaign. And personal selling in offline store Hi Jack Sandals.*

*Keyword : Promotional mix, Hi Jack Sandals, Advertising, Direct Marketing, Interactive/ internet marketing, Sales promotion, publicity/ public relation, personal selling*