

ABSTRACT

This final paper is a thesis that aims to find out the Marketing Communications Strategy Kredit Mantap Pensiun products at PT Bank Mandiri Taspen in attracting the retirees to become customers in PT Bank Mandiri Taspen. PT Bank Mandiri Taspen has the tagline "Tidak Ada Kata Pensiun Dalam Berkarya". In communicating taglinenya in addition to the media on the product Kredit Mantap Pensiun to prospective customers to increase brand awereness. The purpose of the final work is to know the marketing communication strategy of Kredit Mantap Pensiun in increasing brand awareness in PT Bank Mandiri Taspen. With the theory of marketing communications, marketing communication strategy, and marketing mix. The data collection for this final paper uses the initial research method, then ends with the interview. The result of this final paper begins with Stages of Retirement Pension Credit Planning, then Stages of Implementation of Pension Steady Pension products that implements Marketing Mix, and the last Stages of Control of Pension Steady Credit products. The conclusion of this final paper is PT Bank Mandiri Taspen implement Marketing Communications Strategy on Kredit Mantap Pensiun products that aims to make its customers feel confident, satisfied, and confident to the product Kredit Mantap Pensiun at PT Bank Mandiri Taspen.

Key Word: Marketing Communication Strategy, Marketing Mix, Bank Mantap