

ABSTRACT

This study was conducted to know what marketing communication done by manikmaya. the purpose of doing this study is to describe and analyze marketing communications done by publisher manikmaya in introduce and promoting board game with indonesia content to public. This study using descriptive qualitative method and supported with constructivism paradigm. Data obtained in this study are derived from interview, literature study, audio and visual documentation, observation. There are two main informants in this study. This study focused on marketing communication mix activity was done by manikmaya to selling board game with Indonesia content. Marketing communication mix consisting advertising, sales promotion, public relation, personal selling, and direct marketing. the result of this study showed that manikmaya do all form of marketing communication mix and intertwined. When manikmaya make personal selling by attended an event besides offered board game and how to play it they also conducted sales promotion by providing voucher at the same time. Sometimes invited media to cover an event that manikmaya attend as a form of public relation and to educate public about board game from indonesia.

Keywords: *Manikmaya, board game, marketing communication, Indonesia*