

ABSTRACT

Miss Indonesia is a beauty contest held since 2005 by MNC Group media company through the Yayasan Miss Indonesia with Lilliana Tanoesoedibjo serving as the founder and chairman of the foundation. Miss Indonesia is not only a brand of beauty contest but also a program that aired on one of the television stations which is also owned by MNC Group. The purpose of this study was to find out the marketing communication strategy conducted by RCTI in strengthening the Miss Indonesia event.

The research method used is a qualitative method with descriptive qualitative research type and constructivism paradigm.

The results of the study show that the communication strategy of Miss Indonesia is divided into three stages including planning, implementation and evaluation. Determination, selection, identification, consideration and determination are a series of important processes that are interrelated in this planning stage. Then in its implementation, RCTI uses advertising, events and experience, public relations and publicity, interactive marketing, and sales promotion as tools in their marketing communication strategy towards Miss Indonesia. By considering the work system, indicators of success, implementation, and crisis management in the last stage, namely evaluation. This research is expected to contribute ideas related to the theme of marketing communication strategies and in the future it can be studied further by other researchers. The existence of an interactive marketing strategy is also a suggestion in this study.

Keywords: Marketing Communication Strategy, Constructivism.