

ABSTRACT

Health is a very important factor for humans, especially so that the need for good health services, sophisticated tools and affordable prices, especially for workers / employees who should receive health insurance. Here began to emerge competition in the business world in the field of health services due to the increase in awareness of the need for adequate health services for workers. Many companies have begun to open good and affordable health service businesses to attract consumer interest, causing many similar competitors in the world to demand that every company has a strong marketing communication strategy, to keep their consumers from competition. One of them is TelkoMedika health clinic which has everything needed by workers / employees to get proper health insurance, sophisticated equipment, and affordable prices. With all the advantages that TelkoMedika already has, it has succeeded in building their marketing communication strategy strongly by being proven to increase the number of visits that continue to increase without experiencing decline from year to year. This study aims to determine TelkoMedika's marketing communication strategy in increasing the number of customers for workers / employees. The research method used in this study is qualitative. Based on the results of this study, the marketing communication strategy carried out by Telko Medical is good by using the marketing communication mix, marketing, sales promotion, advertising, public relations, personal selling

Keyword: of marketing communications strategy , direc marketing , sales promotion , advertising , public relation , and selling personal