

ABSTRACT

The batik clothing store in Pasar Mayestik, South Jakarta, is one of the batik business ventures that is experiencing a decline in the number of visitors resulting in a decrease in the number of sales. The lack of marketing activities carried out by batik clothing entrepreneurs in Mayestik Market is one reason for the decline in the number of visitors. The number of competitors who have carried out marketing activities is a challenge that must be faced by batik clothing businesses in Mayestik Market. By knowing consumer preferences it is hoped that it can help to find the right marketing communication strategy in accordance with the wishes of consumers.

The purpose of this study was to find out how consumer preferences towards marketing communication strategies for batik clothing products in Pasar Mayestik, South Jakarta. There are 5 marketing communication mixes that are used as variables or referred to as attributes and 16 sub-attributes called levels. The number of combinations that can be submitted to respondents is 14 combinations. The method of data collection in this study was obtained by distributing questionnaires to 385 respondents. The sampling method used is nonprobability sampling. To interpret the results of the study using descriptive analysis and conjoined analysis.

The best combination results chosen by respondents based on consumer preferences are marketing communication strategies that use Instagram social media advertisements, sales promotions by providing shopping vouchers, direct marketing through Instagram, word of mouth marketing using family recommendations, and using personal sales through offline stores.

Business people should optimize the type of marketing directly to consumers, make attractive advertisements through content that can be displayed on Instagram such as products being sold, prioritize customer satisfaction in order to get positive feedback to be spread to other potential customers, and provide sales promotions in the form of shopping vouchers.

Keywords: *Preference, Marketing Communication Strategy, Conjoin Analysis.*