

Abstract

Ouval Research started its clothing business in early 1997 by selling clothing with the concept of streetwear. As time goes on Ouval Research establishes a marketing communication strategy to get new consumers and potential customers. The marketing communication strategy conducted by Ouval Research includes Marketing Planning, Marketing Implementation, and Marketing Control then for marketing communication programs that are used to achieve strategic marketing communication strategies namely Advertising, Sales Promotion, Direct Marketing, Events and experience, and Public Relations. In this study, researchers have a basis for post positivism thinking in which researchers must look directly and go directly to the phenomenon and object under study. With the qualitative descriptive method the researcher wants to analyze Ouval Research's structured marketing communication strategy. The widespread spread of Ouval Research certainly invites competitors. So Ouval Research as a clothing brand set a marketing communication strategy that aims to make consumers and prospective consumers aware of Ouval Research products, because it is in accordance with Ouval Research's communication goal, Awareness.

Keywords: Marketing Communication Strategy, Marketing Communication, Ouval Research, Sch, Brand Clothing