

ABSTRACT

Technological development resulting in the existing business displacement from brick and mortar to open their own online store that also known as click and mortar, the emergence of electronic commerce (e-commerce) was one of the results of click and mortar. Blanja.com is one of e-commerce site that belong to cellular operators that still exist in Indonesia which is owned by PT. Telkom indonesia that used the B to B and B to C business model that focused on UKM. The study is done to know the marketing communications strategy done by Blanja.com within the scope of business to business (B to B) that based on UKM and in within scope of business to consumer (B to C). The method that used in this research is descriptive qualitative. In this research data collection covering primary data that use interviews and observation and secondary data from book source both physically and online and previous research. The theory that have been used is marketing communication, marketing communications strategy , and e-marketplace. The result of this research is known that planning that Blanja.com has was adapted to the UKM that ready to go digital and not, also consumers those who in aged 15-64 year that penetrated by internet and like to shopping online. The implementation for B to B is through public relations in form of community relation and government relation, for B to C is through internet marketing , advertising , and public relation . In evaluation, Blanja.com use KPI (key performance indicator) for external report to PT. Telkom indonesia , SONAR for internal monitoring , and average conversion rate for the evaluation to BUMN / Government that is going to to be able to produce feedback for blanja.com as well as for BUMN / Government that cooperates with each other .

Keywords: *Marketing Communication Strategy, E-Commerce, B to B, B to C, Blanja.com*