

ABSTRACT

This study discussing about the communication management process used by Warung Pintar. This study tend to study the communication management process that has been used by Warung Pintar in providing knowledge of trading by utilizing technology

In this study using qualitative-descriptive research methods. Then the paradigm used is the constructivism paradigm. The technique of delivering data and data analysis techniques carried out is by conducting with the Warung Pintar marketing division. For addition, For addition , the data technique is done by using source triangulation, namely by examining data that has been obtained through several sources.

The results of this study indicate that the communication process of Warung Pintar uses the stage of defining the problem, the planning stage, the action and communication stage, and the evaluation stage. The communication management process of Warung Pintar has been going well, but at the stage of the action and communication that has been carried out is not optimal enough. This happens because there is still a lack of meetings between the Warung Pintar and its partners in order to distribute information related to the goals to be achieved by the Warung Pintar.

This happened due to the lack of socialization time given by Warung Pintar to its partners, and this made the partners of Warung Pintar not understand and often asked back things that had previously been socialized.

Key Word : Communication management, Warung Pintar
