

ABSTRACT

Technological developments especially internet cause lead to new things in business transaction using internet. Business transaction through internet are better known by term e-business and e-commerce. This research will discuss how marketing communication strategy Boogie Advindo to promote webstore Boogie.id. This study aims to determine and describe the marketing communication strategy of webstore Boogie.id using the Dwi Sapta IMC model designed by Adji Watono and Maya Atono that discusses discovery circle, intent circle, and strategy circle. The research method in this research is descriptive qualitative and used the postpositivism paradigm. Data collection in this study was carried through observation, interviews, and documentation. Data analysis in this study used the technique proposed by Miles and Huberman consisting of data collection, data reduction, data presentation, and drawing conclusion. The results of the research on discovery circle show that Boogie has conducted market reviews, competitor reviews, and consumer reviews. In intent circle, it is known that the problem that is faced by Boogie is the lack of budget, this lack of budget make product development constrained. In the strategy circle Boogie targets the general public as the target audience, Boogie has a brand soul that is legendary and brand that has old model because Boogie is a pioneer of outdoor products in Indonesia and has different product from its competitors namely inflatable boat products and other water activites products. Boogie has a selling idea in the form of tagline “spirit of exploration” but unfornately it is not used by Boogie in its marketing. Contact points used by Boogie are social media Instagram and Facebook in disseminating information related to marketing activities, public relations, personal selling, events and word of mouth.

Keywords : Webstore, Boogie.id, Outdoor Products, Dwi Sapta IMC Model