

ABSTRACT

This research was conducted on the Marketing Crew at Telkom University. The purpose of this study was to determine the communication strategy carried out by Telkom University Marketing Crew in maintaining the image of Telkom University by using the strategy from Cangara, 2013, the stages taken were problem formulation, establishing a communication strategy with SWOT analysis, communication strategy stages and finally evaluation. The type of research used is descriptive with a qualitative approach and a post positivism paradigm where the researcher cannot obtain facts from a reality if the researcher keeps away from the existing reality and must be interactive. Data collection techniques through observation and in-depth interviews with members of the Marketing Crew, expert informants, and Telkom University students. From the analysis conducted, it is known that in the last few years, Telkom University has gotten a positive image. So it is necessary to know that to maintain the image of Telkom University using a SWOT analysis to determine the strengths, weaknesses, opportunities and threats in achieving goals. The result of this research is the communication strategy that has been carried out by Marketing Crew according to the book Cangara, 2013 has been very good and effective to help promote activities of Telkom University to students because students directly pour their creativity.

Keyword: *Communication Strategy, Image, Marketing Crew*