

## ABSTRACT

*The emergence of various kinds of companies in Indonesia from the industrial, service and trade sectors has made the role of marketing communication very much needed. Marketing communication is used in this study as a means of knowing the business of a company in an effort to inform, persuade and remind consumers directly or indirectly about the product or service being marketed. The purpose of this study was to analyze in depth the marketing communication mix activities carried out by Mangsi Grill Master in order to develop business concepts. This research is focused on the main question, namely how marketing communication activities are related to advertising, direct marketing, interactive marketing, sales promotion, public relations and personal selling. This study uses a marketing communication mix concept reference by Morissan, M.A in the book Integrated Marketing Communication Advertising. The research method used in this research is descriptive qualitative with an interpretive paradigm. The research results obtained in this study are Mangsi Grill Master with the restaurant concept applying elements of advertising, direct marketing, interactive marketing, sales promotion and public relations.*

**Key Words: Marketing Communication, Marketing Communication Mix, Business Concepts.**