

ABSTRACT

Along with the times and fast technology like today, creativity also experiences rapid development. This has resulted in many creative communities that have sprung up and held various creative events in public spaces, or creative hubs. One of the creative hubs in Jakarta is M Bloc Space. M Bloc Space also uses various integrated marketing communication activities to attract target audiences. This research discusses various kinds of integrated marketing communication activities carried out by M Bloc Space as a creative hub. The method used in this research is descriptive qualitative. Primary data collection techniques using interviews, observation and documentation, to four related informants. Secondary data collection techniques using literature studies and online sources. The technique of data validity in this study used triangulation of sources. The theories used in this research are public relations, experience marketing, interactive marketing and social media. The results of this study can be concluded that the public relations activities carried out by M Bloc Space are creating narratives which are then disseminated to the general public. Marketing through experiences is created by M Bloc Space through music events, education, and cultural events. Interactive marketing is carried out through the official website. Social media is used as a medium of interaction between M Bloc Space and the audience.

Keywords: Marketing Communication, Integrated Marketing Communication, Creative Hub.