

ABSTRACT

CV. Cuan Maju Mapan is a company that produces a product called Fresher58. Fresher58's products consist of shoe perfume, shoe soap and car perfume. The purpose of this study is to obtain information about the promotion of Fresher58 in general by marketing communication CV. Cuan Maju Mapan. This research uses Cutlip, Center and Broom's theory of public relations strategy and uses Kotler and Armstrong's promotion theory. This research uses qualitative method with descriptive research type. Data collected through observation, interviews and documents. The results showed that the marketing communication of CV. Cuan Maju Mapan uses Instagram social media as the biggest promotion tool with the features contained in it such as the swipe up feature, instastory, highlights and ads. In addition, marketing communications of CV. Cuan Maju Mapan uses other methods that can help in promotions such as fact finding which makes it easier to classify by looking for data about the targets to be targeted, planning which is done by looking at the time, place and budget that will be issued during the promotion, communication carried out during the promotion and evaluation that makes marketing communications of CV. Cuan Maju Mapan is better at promotion. CV. Cuan Maju Mapan also uses the main means of promotion such as advertising which is done either via Instagram or influencers, personal selling by participating in events or collaborating with parties who can help with promotions, public relations which makes communication with consumers or clients better, sales promotions that attract consumers. and direct marketing that is done so that consumers feel more valued directly.

Keywords: *Marketing Communication, Promotion, Promotion Strategy, Strategy*