

ABSTRACT

The increasing number of Covid-19 cases in Indonesia has prompted the Government to take quick preventive measures by changing the offline education system to online learning. As the Indonesian digital creative industry community (MIKTI) it takes part in helping learning in the midst of a pandemic situation by presenting a mentoring program to Support Digital Teachers in online learning for teachers in Indonesia. This study aims to determine the IMC Strategy at MIKTI in promoting Dukung Guru Digital program. This research method uses descriptive qualitative with constructivist paradigm. Data was collected by observation, interviews, documentation and literature study. The results of the study found that at the planning stage, MIKTI had not compiled an appropriate SWOT analysis and determined segmentation for the target audience as basic element. Meanwhile, for the implementation, Dukung Guru Digital program uses advertising, public relations, events, WOM and eWOM. In addition, the discovery of community partners as one of the marketing communication mix which is also used for promotion. As for the evaluation stage, it can be seen that the achievement of the Dukung Guru Digital program for the target audience has not been optimal.

Keyword: *IMC, Dukung Guru Digital, Online learning*