

## **ABSTRACT**

*Creative Hub is a trend indicated by an increase in the number of Creative Hubs per year. One of the Creative hubs in Bandung is Hallway Space. Hallway Space uses integrated marketing communication strategies to communicate their ideas in order to compete with other Creative Hubs. This research aims to find out about the integrated marketing communication strategy conducted by Hallway Space. This research uses qualitative descriptive methods. Primary data collection techniques using interviews, observations, and documentation, to three related informants. The secondary data collection technique uses literature studies and online sources. The data validity technique in this data collection uses source triangulation. It is known that at the strategy planning stage, Hallway Space wants audiences to know that they are a platform for the local creative industries. In the implementation phase, Hallway Space uses sales promotion, public relations, word of mouth, and event and experiences. At the evaluation stage, Hallway Space measures the final results based on the data obtained and draws conclusions from the data.*

**Keywords:** *Communication Strategy, Integrated marketing communication, creative hub*