

## **ABSTRACT**

*The development of the communication technology industry The competition is getting tougher day by day with the increasing number of players in the market. This requires every producer to think creatively and innovatively and take the right policies in order to be able to retain existing customers. One of the companies engaged in communication technology in Indonesia is PT. Telkom Indonesia. This study aims to analyze the marketing communication strategy of Indihome products in Cirebon City in 2021. The method used in this study is a qualitative method with data collection using interview techniques and direct observation. The data validity technique uses source triangulation techniques and the data used to support the research results. The results of the study found that there was an application of planning carried out by Telkom City of Cirebon in marketing indihome products. The marketing media used by Telkom Witel Cirebon City in marketing indihome products today are social media such as YouTube and Instagram. The obstacles in planning marketing communication strategies include the limited ideas of marketing content to be conveyed.*

*Keywords: Communication Technology, Marketing Communication Strategy, Instagram, Youtube.*