

ABSTRACT

Communication strategy is the main thing that needs to be done by the company for the sustainability of a company. The communication strategy can also be used as a company effort to build brand awareness, one of which is the Indobuggy company. Indobuggy is one of the companies engaged in the automotive sector, Indobuggy has carried out a communication strategy on the website in Indobuggy's efforts to build brand awareness. Management of a structured and systematic communication strategy will make it easier for customers to get information and messages conveyed by Indobuggy. In this research, the writer wants to see how the communication strategy is carried out by Indobuggy on the website to build brand awareness with various stages that have been carried out by Indobuggy. This is because the communication strategy carried out in a company is very diverse, it is necessary to design the right communication strategy so that the communication strategy can achieve effectiveness in building brand awareness. This study uses a qualitative approach method. Data collection techniques were carried out by means of observation and interviews. Interviews were conducted with two people from Indobuggy, one supporting informant who supported information from key informants, and one expert informant who saw how Indobuggy's communication strategy was used to build brand awareness. The results of this study indicate that Indobuggy manages a good communication strategy by packaging complete and clear messages so that customers can easily understand and remember Indobuggy.

Keywords : Brand Awareness, Communication Strategy, Website