

## **ABSTRACT**

*The sponsorship phenomenon in the Indonesian League has increased and developed, as has sponsorship in Indonesian League football clubs, one of which is Persik Kediri. The right marketing communication strategy is important in getting sponsorship. This study aims to find out how Persik Kediri's integrated marketing communication strategy is in obtaining sponsorship. In this study using the constructivism paradigm with a qualitative descriptive approach and using data collection techniques, namely, in-depth interviews, observation, and documentation. This research was conducted from October 2022 to August 2023. Researchers conducted interviews with 4 key informants from Persik Kediri including the director, marketing-hospitality, content creator, and media officer as well as 1 expert informant to complete the data. The researcher draws the conclusion that in obtaining sponsorship, Persik Kediri carries out the fresh money oriented strategy planning stage in a marketing approach because the main goal of Persik Kediri in obtaining sponsorship is fresh money which is used for team operational costs. Persik Kediri uses an integrated marketing communication strategy that is implemented, namely direct marketing, sales promotion, public relations, personal selling, advertising, words of mouth, event & experience, and interactive marketing in obtaining sponsorship.*

***Keywords: Integrated Marketing Communication, Sponsorship, Communication Strategy***