

ABSTRACT

This research aims to analyze the utilization of marketing communication in building brand awareness for Toko Suara. Toko Suara Hati is known as a well-known toy store in the city of Sukabumi. Therefore, the researcher is interested in understanding how marketing communication is employed to build brand awareness for Toko Suara Hati. This study utilizes the marketing communication theory by Kotler & Armstrong, with six points of analysis, namely advertising, sales promotion, personal selling, public relations, direct marketing, and internet marketing. The research method employed is qualitative research with an interpretative paradigm, using data collection techniques such as observation, interviews, and documentation. The expected outcomes of this research are to provide in-depth insights into the utilization of marketing communication in the context of Toko Suara Hati and to offer recommendations for improvement or further development. This study is anticipated to contribute to both practical and theoretical understanding of how the utilization of marketing communication can build brand awareness, particularly in the retail industry such as Toko Suara Hati.

Keywords: *Brand Awareness, Marketing Communication, Toko Suara Hati*