

ABSTRACT

This research explores in depth the implementation of the IMC Dwi Sapta Model in the marketing communication strategy of Melwa Furniture, a furniture MSME located in Jepara. The reason for choosing Melwa Furniture as the research subject is because of the dynamics that occur in the local furniture industry, where there is a lack of participation of the younger generation as well as the dominance of large and foreign companies, which then gives rise to strong monopolistic competition. Although Melwa Furniture has managed to survive, there are shortcomings in their marketing strategy, especially in utilizing social media effectively. This research uses a qualitative method by applying a case study approach. The findings of the study show that Melwa Furniture's implementation of the Dwi Sapta IMC Model is only partially done in market analysis, competitor evaluation, and consumer assessment, with shortcomings in thoroughly analyzing competitors. Although Melwa Furniture is able to handle consumer complaints well, positive testimonials and the role of influencers are still needed to improve their image and marketing. Therefore, improvements are needed to the elements of the Dwi Sapta IMC Model such as consumer segmentation and soul to strengthen their marketing communication strategy. In the face of intense competition in the furniture industry, a deep understanding of these aspects will help Melwa Furniture improve their competitiveness and grow their market share, thus ensuring sustainable growth in the ever-evolving digital age.

Keywords: *IMC Model Dwi Sapta, MSME, Marketing Communication Strategy, Melwa Furniture.*