

ABSTRACT

Currently, people use internet devices not only for communication but also for buying and selling activities carried out by traders and consumers. Buying and selling transactions carried out between traders and consumers are very efficient. This is very profitable for traders because business can be done without renting accommodation. By utilizing the internet, traders can create their sites, which are called website. The website itself is a document written in Hypertext markup language format and accessed via HTTP to transfer information from the web server so that it can be displayed to users via a web browser in static form. In Indonesia, there is an institution that manages the use of Indonesia's website domain. PANDI (Indonesia Domain Name Manager) has the authority to formulate policies and create .id domains in Indonesia. The Use of domain names in Indonesia is currently still dominated by .com. PANDI's role is to transfer the use of the .com domain name to .co.id so that the Indonesian identity is present on the website. Because people are more familiar with the .com domain, PANDI face the challenge of attracting people's attention to create a domain on PANDI. To increase sales of .id products in Indonesia, a good marketing communication strategy is needed. The research method used in this research is qualitative with a post-positivism approach by conducting interviews. The research results show that PANDI use a marketing communication strategy consisting of 7 strategies. Of the 7 strategies, PANDI only uses 5 strategies, namely sales promotion, personal selling, sponsorship, and advertising, while the other 2 are not. In marketing domain products, PANDI only acts as a formulator and sells products through the registrar.

Keywords: *Buying and Selling Transactions, Website, PANDI, Marketing Communication Strategy*