

ABSTRACT

The growth of digital marketing is changing the way individuals interact and how businesses attract their customers. In addition, digital marketing enables greater reach, provides information, collaboration, and engages consumers in various business activities through the internet and social media. The use of digital marketing and collaboration with celebrities is increasing to expand market reach. This research focuses on analyzing marketing communication activities in the KuWOTA JKT48 program organized by Telkomsel. The purpose of this research is to find out the marketing communication activities carried out by Telkomsel in the KuWOTA JKT48 program. The research method used is qualitative with a case study approach, involving interviews and non-participatory observation in the research data collection process. The results showed that Telkomsel utilizes various marketing communication elements such as advertising, personal selling, public relations and publications, sales promotion, and direct marketing. Each of these elements has its own important role, used according to Telkomsel's marketing needs in achieving the target of the KuWOTA JKT48 program. The personal selling element generates the greatest transaction value in the sale of photocard packages, while between digital packages and photocard packages, the greatest transaction value, especially daily transactions, is owned by digital packages because they are cheaper than photocard packages.

Keywords: JKT48, Marketing Communications, Telkomsel