

## ***ABSTRACT***

*This research aims to analyze the communication strategies used by cal7cio sportswear in marketing its products. The study employs a qualitative research method with a descriptive research design. It identifies the research object, where data is gathered through interviews, observations, and relevant documentation. The findings of this research outline the marketing communication strategies utilized by cal7cio sportswear, which are divided into three circles: discovery circle, intent circle, and strategy circle. Each strategy plays a distinct role in ensuring that cal7cio's promotions are conducted effectively and efficiently.*

*Keywords: communication strategy, marketing, advertising*