

**STRATEGI KOMUNIKASI PEMASARAN PADA MARS GYM
INDONESIA DALAM MEMBANGUN *BRAND AWARENESS*
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran Mars Gym Indonesia dalam membangun *brand awareness* dengan menggunakan konsep bauran promosi dan piramida *brand awareness*. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik penentuan informan melalui *purposive sampling*. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Teknik analisis data dalam penelitian ini menggunakan model analisis interaktif yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Keabsahan data diuji menggunakan triangulasi teknik. Hasil penelitian menunjukkan bahwa Mars Gym Indonesia menerapkan strategi komunikasi pemasaran melalui bauran promosi (*promotion mix*), meliputi *advertising*, *direct marketing*, *sales promotion*, *personal selling*, dan *public relations*. Implementasi strategi tersebut dilakukan melalui pemanfaatan media digital, program promosi, kegiatan komunitas, kolaborasi dengan *Key Opinion Leader* (KOL), serta komunikasi interpersonal yang berorientasi pada kebutuhan pelanggan. Strategi tersebut membantu membangun *brand awareness* pada tingkat *brand recognition* dan *brand recall*. Namun, efektivitasnya belum optimal karena masih terdapat hambatan berupa rendahnya *engagement* media sosial, kurangnya diferensiasi konten, serta belum konsistennya identitas merek dalam komunikasi pemasaran. Oleh karena itu, diperlukan penguatan strategi komunikasi pemasaran yang lebih konsisten, kreatif, dan terintegrasi untuk meningkatkan *brand awareness* Mars Gym Indonesia.

Kata Kunci: Strategi Komunikasi Pemasaran, *Promotion mix*, *Brand awareness*, Mars Gym Indonesia.

MARKETING COMMUNICATION STRATEGY AT MARSGYM INDONESIA IN BUILDING BRAND AWARENESS

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ABSTRACT

This study aims to analyze Mars Gym Indonesia's marketing communication strategies for building brand awareness, utilizing the concepts of the promotional mix and the brand awareness pyramid. The research employs a qualitative descriptive approach, utilizing purposive sampling to select informants. Data were collected through interviews, observation, and documentation. The data analysis technique in this study employs the interactive analysis model comprising data reduction, data display, and conclusion drawing/verification. Data validity was tested using technique triangulation. The results indicate that Mars Gym Indonesia implements its marketing communication strategy through a promotion mix that includes advertising, direct marketing, sales promotion, personal selling, and public relations. These strategies are executed by leveraging digital media, promotional programs, community activities, collaborations with Key Opinion Leaders (KOLs), and customer-centric interpersonal communication. While the strategy helping built brand awareness at the levels of brand recognition and brand recall, its effectiveness is not yet optimal due to obstacles such as low social media engagement, a lack of content differentiation, and inconsistent brand identity across marketing communications. Therefore, it is necessary to strengthen the marketing communication strategy for making it more consistent, creative, and integrated to enhance brand awareness for Mars Gym Indonesia.

Keywords: *Marketing Communication Strategy, Promotion mix, Brand awareness, Mars Gym Indonesia.*