

## ABSTRAK

Dalam era digital yang terus berkembang, strategi pemasaran menjadi kunci bagi perusahaan untuk tetap bersaing di pasar. Penelitian ini bertujuan untuk menganalisis strategi *Integrated Marketing Communication (IMC)* yang diterapkan oleh PT Anugerah Arya Mandiri untuk mencapai tujuan pemasaran mereka. Dengan menggunakan metode deskriptif kualitatif, penelitian ini menjelaskan berbagai strategi pemasaran yang digunakan, termasuk *advertising*, *sales promotion*, *public relations*, *direct marketing*, *interactive marketing*, dan *word of mouth*. Media yang digunakan meliputi Instagram, Facebook, TikTok, Shopee, Tokopedia, Lazada, dan media konvensional. *Public Relations* difokuskan pada target audiens yang sesuai dengan karakter perusahaan, sementara strategi seperti gift ulang tahun dan promosi buy one get one digunakan untuk meningkatkan loyalitas pelanggan. *Direct marketing* dilaksanakan melalui toko offline dan WhatsApp, sedangkan *personal selling* ditujukan untuk pesanan dalam jumlah besar dari instansi. Interaksi dengan konsumen diperkuat melalui sesi live di Shopee dan konten interaktif di media sosial, sementara *Word of Mouth (WOM)* terjadi secara alami akibat kepuasan pelanggan. Meskipun PT Anugerah Arya Mandiri telah menerapkan berbagai strategi pemasaran, penelitian ini menyimpulkan bahwa masih ada ruang untuk pengembangan lebih lanjut dalam menghadapi perubahan dan dinamika pasar digital yang cepat. Disarankan agar perusahaan terus mengoptimalkan penggunaan teknologi dan mempertimbangkan strategi tambahan seperti event dan pengembangan konten interaktif untuk memperkuat posisi mereka di pasar fashion Indonesia.

**Kata kunci :** *Integrated Marketing Communication, Industri Fashion, Strategi Pemasaran*

## ABSTRACT

In the rapidly evolving digital era, effective marketing strategies are crucial for companies to remain competitive in the market. This research aims to analyze the Integrated Marketing Communication (IMC) strategies employed by PT Anugerah Arya Mandiri to achieve their marketing objectives. Using a qualitative descriptive method, the study explores various marketing strategies including advertising, sales promotion, public relations, direct marketing, interactive marketing, and word of mouth. The company utilizes multiple media platforms such as Instagram, Facebook, TikTok, Shopee, Tokopedia, Lazada, and conventional media. Public relations activities are tailored to target audiences aligned with the company's character, while strategies like birthday gifts and buy one get one promotions are used to enhance customer loyalty. Direct marketing is conducted through offline stores and WhatsApp, with personal selling focused on large orders from institutions. Consumer interaction is reinforced through live sessions on Shopee and interactive content on social media, and word of mouth naturally occurs due to customer satisfaction. Despite implementing various marketing strategies, the study concludes that there is room for further development to address the rapid changes and dynamics in the digital market. It is recommended that the company continues to optimize technology usage and considers additional strategies such as events and interactive content development to strengthen their position in the Indonesian fashion market.

***Keywords: Integrated Marketing Communication, Fashion Industry, Marketing Strategy***