# *ABSTRACT*

*Andry Maulana Bachtiar / 69150502/ 2019/ Marketing Communication Mix of PT Cari Aja Indonesia in Building Brand Awareness of CariAja Application/ Advisor : Deavvy M.R.Y. Johassan, S.Sos., M.Si.*

*CariAja application is a near me search application, which was developed by PT Cari Aja Indonesia. This application was just launched in Google Playstore and also the Apple App Store in January 2018. This study aims to determine the marketing communication mix conducted by PT Cari Aja Indonesia in an effort to build public brand awareness about the CariAja application, so that people become aware and aware of the existence of the application Look for it.*

*Marketing communication is an effort to convey messages to the public, especially target consumers regarding the existence of products on the market. In marketing communication there is a marketing communication mix. In this study, researchers used the marketing communication mix concept as a reference in this study, the marketing communication mix elements, namely advertising, direct marketing, sales promotion, personal sales, interactive marketing, and public relations.*

*Research method used by researchers was a descriptive qualitative research method. The researcher used two data collection techniques, namely in-depth interviews with informant marketing executive PT Cari Aja Indonesia and researchers used documentation in the form of photographs of marketing communication activities carried out by PT Cari Aja Indonesia. Furthermore, the data obtained will be analyzed using data analysis techniques from Miles and Huberman.*

*The results of the research found in this study, namely PT Cari Aja Indonesia applied all elements of the marketing communication mix in an effort to build the brand awareness of the CariAja application. In this study it was also found that from the six elements of the marketing communication mix used, PT Cari Aja Indonesia was more dominant or often applied elements of sales promotion and interactive marketing. PT Cari Aja Indonesia also combines elements of the marketing communication mix.*

*The conclusion of this study is that in applying the six elements of the marketing communication mix it has been good enough in an effort to build the brand awareness of the CariAja application. PT Cari Aja Indonesia also incorporates elements of the marketing communication mix in communicating the CariAja application to the public. By implementing a marketing communication mix, less than one year, the total users of the CariAja application have reached 70,000 more users.*

*Keywords: Marketing Communication, Marketing Communication Mix, Brand Awareness, Startup Company*