

ABSTRACT

The phenomenon of small-screen printing and local convection business as a creative industry in Salatiga has been paying attention to various aspects to achieve marketing objectives starting in 2015 by looking at the number of MSMEs in Indonesia as much as 99,99% and absorbing 11,414,082 number from the total workforce. This study aims to explain the application of Integrated Marketing Communications (IMC) in the development of small business identity brand of convection and screen printing Trendkill Apparel and One Clo**ing in Salatiga. Integrated Marketing Communications (IMC) and branding are theories that used as a reference. The method which used in this research is case study which focus on multi case, data collecting technique through in-depth interview, observation, and documentation. The results showed that both businesses have a branding process that told through marketing strategy and value.

Keywords: *Integrated Marketing Communications (IMC), Branding, Strategi Pemasaran, Value..*

INTISARI

Fenomena usaha kecil sablon dan konveksi lokal sebagai industri kreatif di Salatiga saat ini telah memperhatikan berbagai aspek untuk mencapai tujuan pemasaran yang bermula di tahun 2015 dengan melihat jumlah UMKM di Indonesia sebanyak 99,99% dan menyerap sebanyak 11.414,082 orang dari total tenaga kerja. Penelitian ini bertujuan untuk menjelaskan penerapan *Integrated Marketing Communications* (IMC) dalam pengembangan *brand identity* usaha kecil konveksi dan sablon Trendkill Apparel dan One Clo**ing di Salatiga. *Integrated Marketing Communications* (IMC) dan *branding* merupakan teori yang digunakan sebagai acuan. Metode yang digunakan dalam penelitian ini adalah studi kasus yang berfokus pada *multi case*, teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa kedua usaha tersebut memiliki proses *branding* yang diceritakan melalui *marketing strategy* dan *value*.

Kata Kunci: *Integrated Marketing Communications (IMC), Branding, Marketing Strategy, Value.*