

ABSTRACT

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Sribuu Application Marketing Communication Strategy As a Financial Management Application

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(xi + 51 + Attachment)

This research was conducted to determine the Sribuu Application Marketing Communication Strategy as a Financial Management Application. In this study, researchers used the theory of Marketing Communication. This study uses a qualitative methodological approach and constructivism paradigm. Data collection techniques were carried out through interviews, and observations. Being a new startup, Sribuu has many competitors for other financial management applications. This makes Sribuu have to carry out promotional strategies through various social media to increase its users. Based on the results of interviews conducted by researchers, it can be concluded that Sribuu uses 4 marketing communication models, namely advertising, sales promotion, public relations, and direct marketing.

Bibliography (1997-2022)