

## ***ABSTRACT***

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***Marketing Communication Strategy of IQOS Products in Building Consumer Trust to Switch from Conventional Cigarettes to Smoke Free Tobacco***

Keywords: Marketing Communication Strategy, IQOS, Promotion Mix, Consumer Trust, Pull Strategy, Profile Strategy

*(xi +97+ Attachment)*

*This study aims to analyze the marketing communication strategies of IQOS in building trust among adult consumers to switch from conventional cigarettes to smoke-free tobacco products. The research employed a descriptive qualitative approach by collecting data through in-depth interviews with two IQOS Experts, two IQOS consumers, and a Smoke-Free Product Area Marketing Manager, supported by social media documentation and official IQOS platform documentation. The analysis used the promotion mix theory by Belch and Belch (2003) and consumer trust theory by Mowen and Minor (1997). The findings indicate that IQOS applies strategies focusing on soft-selling approaches, product education, modern design, responsive service, and responsible marketing. Furthermore, based on the analysis of marketing communication strategies according to Chris Fill (2013), IQOS predominantly employs Pull Strategy and Profile Strategy. These strategies are considered effective in building a premium and trustworthy brand image, increasing consumer loyalty, and encouraging conscious and sustainable consumer transitions. This research provides practical contributions for companies in designing ethical, consumer-oriented marketing communication strategies, as well as academic contributions to the development of marketing communication studies in the alternative tobacco product industry.*

*Bibliography (1987-2024)*