

## ***ABSTRACT***

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***Marketing Communications Strategy Lotte Mall Jakarta Through The Noraebang Event in The Lotte Alley Area to Attract Visitors***

*Keyword : Marketing Communication, Hierarchy of Effect Theory, Events, Communication Strategy*

*(xi + 57 + Appendices)*

*In the modern era, the retail business is experiencing rapid development and the Indonesian market has become one of the destinations for foreign retail companies to invest. One of the foreign retail businesses that has helped enliven the retail industry in Indonesia is Lotte. The purpose of this research is to determine the marketing communication strategies carried out by Lotte Mall Jakarta, one of which is by holding the Noraebang Event in the Lotte Alley Area. This research uses the Hierarchy of Effect Theory and will also be explained using the AIDA concept (Attention, Interest, Desire, Action). The method used in this research is research with a qualitative approach. Data for this research were taken from interviews, observation and documentation. The results of this research show that the marketing communication strategy carried out by Lotte Mall through the Noraebang Event by involving the K-Pop fan communities can attract visitors interest.*

*Bibliography (2002-2023)*