

## **ABSTRACT**

### ***MARKETING COMMUNICATION STRATEGIES ON LOAN PRODUCT AT PT BANK MANDIRI TASPEN CIAMIS SUB- BRANCH OFFICE***

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*The purpose of this research was to determine the marketing communication strategies on loan products at PT Bank Mandiri Taspen Ciamis Sub-Branch Office. The research method used is descriptive qualitative, data collection techniques are in-depth interviews, participant observation, and literature study. Based on the research, the marketing communication strategies carried out by Bank Mandiri Taspen Ciamis Sub-Branch Office are socialization, customer visits, telemarketing, and the flagship program of Mantap Indonesia. The marketing communication mix used is advertising, sales promotion, public relations, personal selling, direct marketing, as well as events and experiences. Before carrying out a marketing communication strategies, there are several things that are absolute requirements, namely segmentation, targeting, and positioning. Constraints that are often faced by Bank Mandiri Taspen Ciamis Sub-Branch Offices are target failure, product competition between banks, as well as conditions, distance, and time.*

*Keywords: Marketing communication strategy, bank products*