

Olin Lintang Pribadi, 14.312.168, *The Implementation of Integrated Marketing Communication of Traditional Food Micro Small Medium Enterprises in Lumpur Village Gresik District Gresik Regency, Management, Faculty of Economy and Business, Muhammadiyah University of Gresik, July, 2016.*

ABSTRACT

This research aims to know the implementation of integrated marketing communication of traditional micro small medium enterprises in Lumpur Village Gresik District Gresik Regency. The research uses three informants of the food of the research object. They are the owner of traditional food micro small medium enterprises in Lumpur Village and supporting informants, they are Lumpur village side, department of cooperation, micro small medium enterprises, industry and commerce, and consumer. This research uses descriptive qualitative design, kind of data is primary, source of data is subject, and Miles Huberman models are the technique to analyse the data. The result of the study explains that the implementation of integrated marketing communication which done by subject of traditional food micro small medium enterprises in Lumpur Village Gresik District Gresik Regency uses advertising strategy, selling promotion, agenda and experience, society relationship, directed selling, and mouth by mouth news. Mean while the effective implementations of integrated marketing communication of traditional food micro small medium enterprises are advertising strategy and mouth by mouth news.

Keywords : Integrated Marketing Communication, Micro Small Medium Enterprises