

ABSTRACT

This research was conducted to discuss the formulation of marketing strategies and IMC (Integrated Marketing Communications) as a result of the financial-marketing interface on Lifebuoy soap products at PT Unilever Indonesia Tbk.

The type of this research is descriptive qualitative with case study research method. The sampling technique used is a purposive sampling technique, which is one of techniques sampling. The researcher determines the sampling by determining special characteristics that are in accordance with the research objectives so that it is expected to answer the research problem.

From the analysis that Lifebuoy is experiencing a decline in sales which is not supported by the marketing budget provided by the finance division. This decline occurred due to changes in the dynamics of consumer behavior towards digitalization and good support is needed by finance. The existence of price sensitivity also influences consumer decision making. For this reason, it is necessary to have a marketing-finance interface where prices are not rigidly determined by selling at low prices but balanced by large quantities of purchases and paying attention to promotional techniques by the marketing division.

Keyword : Marketing strategy, Interface marketing-finance, IMC strategy