



ABSTRAK

STRATEGI KOMUNIKASI PEMASARAN PT HAENA DUTA CEMERLANG DALAM MEMBANGUN MINAT CALON PEKERJA MIGRAN INDONESIA (CPMI) MELALUI INSTAGRAM @haena.duta

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Rendahnya kepercayaan terhadap Perusahaan Penempatan Pekerja Migran Indonesia (P3MI) akibat maraknya penipuan menjadi tantangan dalam proses rekrutmen. Penelitian ini bertujuan untuk mendeskripsikan strategi komunikasi pemasaran PT Haena Duta Cemerlang dalam membangun minat Calon Pekerja Migran Indonesia (CPMI) melalui Instagram @haena.duta. Pendekatan yang digunakan adalah kualitatif deskriptif dengan paradigma konstruktivis. Teknik pengumpulan data meliputi wawancara, observasi partisipatif, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi yang diterapkan bersifat terintegrasi dan adaptif dengan pendekatan *Integrated Marketing Communication (IMC)* dan *model Circular SOME*. Strategi meliputi konten visual informatif, interaksi dua arah, *hashtag* konsisten, serta dukungan sponsor dan komunitas. Meskipun strategi digital efektif, sebagian CPMI masih bergantung pada sponsor. Penelitian menyimpulkan bahwa kombinasi komunikasi digital dan pendekatan humanis mampu membangun citra legalitas perusahaan dan meningkatkan keterlibatan audiens. Rekomendasi difokuskan pada penguatan edukasi visual dan penyusunan *SOP Digital Marketing*.

Kata Kunci: Strategi Komunikasi Pemasaran, Pekerja Migran, Media Sosial, *IMC*, P3MI

ABSTRACT

THE MARKETING COMMUNICATION STRATEGY OF PT HAENA DUTA CEMERLANG IN BUILDING THE INTEREST OF INDONESIAN MIGRANT WORKER CANDIDATES (CPMI) THROUGH INSTAGRAM @haena.duta

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The low public trust toward Indonesian Migrant Worker Placement Companies (P3MI), due to frequent fraud cases, has become a major challenge in the recruitment process. This study aims to describe the marketing communication strategy of PT Haena Duta Cemerlang in generating interest among Indonesian Migrant Worker Candidates (CPMI) through its Instagram account @haena.duta. The research uses a descriptive qualitative approach with a constructivist paradigm. Data collection techniques include in-depth interviews, participatory observation, and documentation. The results show that the strategy applied is integrated and adaptive, employing the Integrated Marketing Communication (IMC) approach and the Circular SOME model. The strategy involves informative visual content, two-way interaction, consistent hashtag use, and support from sponsors and community networks. Although digital strategies have proven effective, most CPMI still rely on sponsors as their primary source of information. The study concludes that a combination of digital communication and a human-centered approach helps build the company's legal image and increase audience Engagement. Recommendations are focused on strengthening visual education and developing a standardized digital marketing SOP.

Keywords: *Marketing Communication Strategy, Migrant Workers, Social Media, IMC, P3MI*