



ABSTRACT

MOCHAMAD BAGUS TAUFIK AKBAR. J3A115009. 2018. *The marketing communication function in PT. Central Proteina Prima Tbk.*

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Communication plays an important role in the world of marketing. Marketing communication in PT. Central Proteina Prima Tbk. can be imagined if a market can not communicate well. How to deliver the message to consumers about the products to be sold. Communication is an very important aspect as was a determinant of marketing success. It's because in basically not all consumers know how to meet their needs and don't realize the existence of product that is able to meet their needs marketing communication in PT. Central Proteina Prima Tbk. can be done by way of advertising and personal selling, sales promotion, exhibition and public relation. Marketing communication in PT. Central Proteina Prima Tbk. can greatly effect the success of a product accepted or not the market. So choosing the right kind of marketing communication PT. Central Proteina Prima Tbk. and effective is the key to the success of the message to be delivered

Keywords: Function, Marketing Communication, Consumer.



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