

ABSTRAK

Toko Baju GS Shop merupakan salah satu usaha fashion di Kota Tebing Tinggi yang menghadapi persaingan bisnis pakaian yang semakin ketat, sehingga diperlukan strategi komunikasi pemasaran untuk mempertahankan eksistensinya. Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran Toko Baju GS Shop di Kota Tebing Tinggi dalam mempertahankan eksistensinya. Metode yang digunakan dalam penelitian ini adalah kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa GS Shop menerapkan strategi komunikasi pemasaran melalui beberapa elemen, yaitu *advertising*, *sales promotion*, *personal selling*, serta pemasaran online melalui media sosial dan *live streaming*. *Advertising* dilakukan melalui pemasangan spanduk toko, *sales promotion* melalui pemberian potongan harga, giveaway, dan promo tertentu, *personal selling* melalui pelayanan langsung kepada konsumen, sedangkan pemasaran online dilakukan melalui Instagram, Facebook, TikTok, dan WhatsApp untuk promosi, penyebaran informasi produk, dan komunikasi dengan konsumen. Berdasarkan analisis Model *PESO*, strategi komunikasi pemasaran GS Shop didominasi oleh owned media, shared media, dan earned media, sedangkan paid media digunakan secara terbatas. Penelitian ini menyimpulkan bahwa penggabungan strategi komunikasi pemasaran offline dan online menjadi upaya GS Shop dalam mempertahankan eksistensinya serta memperkuat daya saing usaha di Kota Tebing Tinggi.

Kata Kunci: Strategi Komunikasi Pemasaran, Eksistensi Usaha, Model *PESO*, Media Sosial, GS Shop.

ABSTRACT

GS Shop Clothing Store is one of the fashion businesses in Tebing Tinggi City that faces increasingly intense competition in the clothing industry, making marketing communication strategies necessary to maintain its existence. This study aims to identify the marketing communication strategy of GS Shop Clothing Store in Tebing Tinggi City in maintaining its existence. This study employed a descriptive qualitative method, with data collected through observation, interviews, and documentation. The results show that GS Shop implements several elements of marketing communication strategy, namely advertising, sales promotion, personal selling, and online marketing through social media and live streaming. Advertising is carried out through store banners, sales promotion through discounts, giveaways, and certain promotional offers, personal selling through direct service to customers, while online marketing is conducted through Instagram, Facebook, TikTok, and WhatsApp for promotion, dissemination of product information, and communication with customers. Based on the PESO Model analysis, GS Shop's marketing communication strategy is dominated by owned media, shared media, and earned media, while paid media is used to a limited extent. This study concludes that the combination of offline and online marketing communication strategies serves as GS Shop's effort to maintain its existence and strengthen its business competitiveness in Tebing Tinggi City

Keywords: *Marketing Communication Strategy, Business Existence, PESO Model, Social Media, GS Shop..*