

ABSTRACT

Integrated communication strategy is a marketing strategy whose approach is oriented towards consumers or distributors partner company. One of the companies implementing the Integrated Marketing Communication strategy is PT Enagic Indonesia. This study aims to determine the effect of an integrated communication strategy on the sales of PT Enagic Indonesia. The method used is explanative quantitative. Respondent data obtained by using a questionnaire. The research sample is the consumers of PT Enagic Indonesia who are domiciled in Jakarta. The data analysis technique used Structural Equation Modeling (SEM). The results of this study indicate that the integrated communication strategy has a positive effect on sales performance at PT Enagic Indonesia.

Keywords: *Integrated communication strategy, sales performance*