

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran pemerintah daerah dalam program Sentra IKM gambir di Kecamatan Sutera serta mengkaji eektivitasnya dalam meningkatkan kesejahteraan petani. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif melalui wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa pemerintah telah merancang strategi komunikasi pemasaran dengan tujuan meningkatkan nilai tambah produk melalui hilirisasi, penguatan mutu dan memperluas akses pasar. Implementasi dilakukan melauai personal selling, direct marketing, digital marketing dan promosi melalui pameran. Namun segmentasi audiens dan integrasi anatar saluran komunikasi belum optimal sehingga jangkauan informasi belum merata. Strategi ini efektif dalam meningkatkan kapasitas dan kesadaran produksi, tetapi belum sepenuhnya menghasilkan stabilitas pendapatan akibat fluktuasi harga dan keterbatasan akses pasar, sehingga secara keseluruhan strategi komunikasi pemasaran tersebut tergolong semi-efektif.

**Kata Kunci: Strategi Komunikasi Pemasaran, IMC, Sentra IKM, Hilirisasi, Kesejahteraan Petani Gambir.**

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This study aims to analyze the local government's marketing communication strategy in the Sentra IKM gambir in Sutera district and examine its effectiveness in improving farmer's welfare. This research employs a qualitative approach with a descriptive method, utilizing interviews, observation dan documentation as data collection techniques. The findings indicate that the government has designed a marketing communication strategy aimed at increasing product value through downstream processing, quality enhancement and marketing expansion. The implementation involves personal selling, direct marketing, digital marketing and promotional activities through exhibition. However, audience segmentation and the integration of communication channels have not been fully optimized, resulting in uneven information dissemination. While the strategy has been effective in enhancing farmer's capacity and production awareness, it has not fully ensured income stability due to price fluctuations and limited market access. Therefore, the overall marketing communication strategy can be categorized as semi-effective.

**Keywords: Marketing Communication Strategy, IMC, Sentra IKM, Downstreaming, farmers' welfare.**