# ABSTRACT

**This study entitled "Marketing Communication Strategy Regarding Consumer International Organization Handling in UN Agencies Sales Department at PT. Bio Farma (Persero)". The purpose of the study is to determine the Marketing Communication Strategy which is applied in UN Agencies Sales Department PT. Bio Farma (Persero) regarding international organizations therefore the consumer satisfaction and loyalty will be created and the company's sales target will be enhanced.**

**The study uses Enactment Theory of Karl Weick. The Theory is categorized as an organizational communication theory derived from marketing communications.**

**The approach of this study is qualitative descriptive, in which the method is looking for a new theory. It is not testing the theory. Conducting the study, the researcher will go directly to act as an observer and then records the results of observation. Descriptive qualitative research is a research that describes and explains the real existing data or events explained in qualitative sentences. The data collection technique used is the triangulation technique i.e literature study, field observation and in-depth interviews with the speakers who have long engaged in export sales. The subjects of this study are Head of UN Agencies Sales Department and Head of UN Agencies Ordering Process Section who are the professionals in the field of Export Sales.**

**Based on the results of this study, the researcher concludes that marketing communication strategy is applied when dealing with consumers to put forward the two-way communication to consumers to sell their products in order to make an impact, beliefs, and actions taken to get a direct feedback from the consumer. Researchers get an overview and explanation of the marketing communication strategy undertaken by personnel of the Sales Export Department is that in dealing with consumer from international organization, personnel in this section is very professional and internationally standardized to provide the "service of excellence"**

**Researchers would like to recommend that the frequency of personal approach should not be temporary and confined to the scope of the Export Sales Team section institutions only. That is why the product knowledge needs to be improved. PT. Bio Farma (Persero) not only have to prepare a long term plan but also ensure the short-term plans to get no problems in expanding the target export market, as well as new market analysis should be carried out and the product should be registered by cooperating with Section Regulator Affair.**