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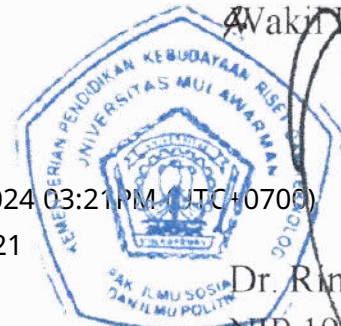
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Tiens Distributor Communication Strategy In Building Tiens Marketing Network In Samarinda

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Abstract: *Tiens Distributor Communication Strategy In Building Tiens Marketing Network In Samarinda under the guidance of Mrs. Rizki Dristiana Dristawati, S.Sos., M.Ed.Kom. This research aims to determine the Tiens distributor communication strategy in building the Tiens marketing network in Samarinda City. The research method used is descriptive qualitative with a focus on Communication Strategy research proposed by Wilbur Schramm with the ADDA model. Data collection techniques were carried out through observation and interviews. The results showed that the communication strategy used by Tiens distributors was through online and offline systems such as endorsing popular artists, holding Grand Open Plans simultaneously in 51 cities in Indonesia by inviting successful Guest Speakers in Tiens business, holding health workshops events and product demonstrations, holding the Tiens Goes To School program by supporting government programs to make them more easily accepted by schools and implementing a communication strategy that is following the established system, namely by promoting business opportunities and their products.*

Keywords: *Marketing Network; Communication Strategy; Distributor; Tiens*
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INTRODUCTION

Communication has been very important in social life since the Creator created humans. Communication makes what is meant by one person understandable by another. Even the creation of an agreement due to communication. Individuals can become one, that is, understand what others convey and provide support for what the individual means in the form of approval or constructive criticism of what the individual conveys (Tutasi, 2016).

Of the many meanings of the word communication by experts, it can be fully concluded from its essential meaning that communication is sending messages from one person to another to notify or change an attitude, opinion, or behavior. Either directly or indirectly.