

ABSTRACT

Iphone users in Indonesia keep increasing lately. The writer choose Iphone from Apple product as reserach object because not only the prestige of this product but also all the features and all functions which has few differences compare to other similar gadget products. Therefore, writer interested to know how the marketing communication strategy of Iphone product to build an exclusive image in peoples mind. Writer used descriptive methode in this research. The results were analyzed by the thinking of marketing communication strategy concept which related with innovation and diffusion theory and also the concept of image and perception. All the data were confirmed with all the related sides through triangulation technique. Based on the research, writer get that Emax Yogyakarta in order to build exclusive image of the product still realize how important the marketing communication aspects. With the right marketing communication strategy, so that the aim to build the exclusive image can be achieved. Activities that has been doing y Emax Yogyakarta such as *Instore Event*, *Outstore Event*, and also *Campuss Representable*.