

# ANALYSIS MARKETING COMMUNICATION STRATEGY BY TESLA ON TESLA'S WEBSITE

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## ABSTRACT

This study analyzes Tesla's marketing communication strategy on its official website, focusing on how brand identity is conveyed through design, content, and interactive elements. Using a qualitative descriptive approach, this study observed four campaign pages—Model S, Model 3, and Cybertruck—accessed between June and August 2023. Data was collected through structured observation and documentation, then analyzed using Kotler and Keller's (2016) marketing communication framework. Results indicate that Tesla combines rational appeal, such as detailed performance specifications and safety ratings, with emotional messages emphasizing innovation, sustainability, and exclusivity. Minimalist visual design, modern typography, high-quality images, and interactive tools such as 360-degree product views and configurators enhance user engagement and reinforce the brand's position. Content is logically organized, guiding visitors from product highlights to technical advantages, safety features, and interior design, leading to purchase consideration. This finding concludes that the Tesla website serves not only as an information source but also as a strategic digital platform to enhance brand recognition, build trust, and create an immersive experience aligned with its vision of premium, futuristic, and sustainable mobility.

**Keywords:** *Marketing Communication, Brand Identity, Website, Digital Marketing, Tesla*