

ABSTRACT

Dhiyalda Arma Salsabila, 11819750

Emily Listening Space's Marketing Communication Strategy to Increase Brand Awareness

Keywords : brand awareness, communication strategy, marketing.

(xii + 76 + Appendices)

A café is a place for everyone who comes to drink coffee or chat or discuss with friends. As the coffee industry develops in Indonesia, business people are required to sell their wares with different marketing strategies and highlight their own uniqueness. In addition to serving delicious drinks and food, customers also want to find a comfortable and different atmosphere in a coffee shop. The purpose of this research is to find out the marketing communication strategy in increasing brand awareness. The theory used is the theory of integrated marketing communication (IMC). This research method uses descriptive qualitative methods. Data collection in this study used interview techniques and literature studies. The results revealed that Emily Listening Space combines elements in marketing communications such as advertising through Instagram social media, personal selling which is done face-to-face between baristas and consumers, and conducting publicity collaborations with other brands to benefit from exposure. Meanwhile, the marketing communication elements of sales promotion and direct sales are no longer carried out because they are considered ineffective. The marketing communication strategy implemented by Emily Listening Space succeeded in making their brand awareness at the recall stage, meaning when consumers are able to remember the Emily Listening Space brand without stimulus.

Bibliography (2002 – 2021)