

## **ABSTRACT**

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### **COMMUNICATION STRATEGY OF KATI CIKARANG COFFEE IN IMPROVING CONSUMER SATISFACTION**

*Keywords : Coffee Shop, Communication Strategy, Markerting Mix*

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*Kati Coffee Cikarang has become one of the favorite places for local coffee lovers, especially specialty coffee. This research discusses the communication strategies carried out by Kati Coffee Cikarang in the midst of growing businesses in the F&B sector. With the aim of explaining the communication strategies carried out by Kati Coffee Cikarang in increasing customer satisfaction. This research method uses qualitative field methods by describing the communication strategies carried out by Kati Coffee Cikarang by conducting in-depth interviews with managers and consumers and direct observation at Kati Coffee Cikarang which are deemed necessary for researchers. This study uses the Marketing Mix theory (Product, Price, Place, and Promotion) because by using this theory researchers can help in understanding how the communication strategy used by Kati Coffee Cikarang. The results showed that Kati Coffee Cikarang successfully implemented a marketing communication strategy carried out by Kati Coffee Cikarang focusing on products that can compete with other coffee shops, in addition to informative and friendly baristas, quality service, unique consumer experiences, so that Kati Coffee Cikarang has succeeded in building a strong reputation in the local coffee industry.*

*Bibliography : (2013-2023)*