

ABSTRACT

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Marketing Communication Strategy of Kamsia Boba Mall Cijantung in Building Brand Image

Keywords : communication strategy, marketing, brand image

(x + 84 + Appendices)

This study aims to find out how the marketing communication strategy of Kam-Sia Boba Mall Cijantung in maintaining brand image. The theory used in discussing the contents of this study is the Bauran Theory of Marketing Communications and the AISAS Theory. This study used qualitative methods using data collection techniques in the form of interviews and library studies. Research has revealed that Kam-Sia Boba combines elements of marketing communication, such as Instagram advertising, face-to-face personal sales between employees and consumers, and word of mouth marketing, and personal sales. The company also promoted sales through online food delivery apps and publicity by participating in food & beverage special events to gain exposure. Meanwhile, marketing communication elements in the form of direct sales are not carried out because they are considered ineffective. The marketing communication strategy already implemented by Kam-Sia Boba succeeded in creating a positive brand image and making consumers able to remember the Kam-Sia Boba brand.

Bibliography (2015 – 2022)