

ABSTRACT

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MARKETING COMMUNICATION STRATEGY BUKANRUANG COFFESHOP THROUGH INSTAGRAM

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This activity aims to find out the marketing communication strategy of @not the coffee room through social media instagram. This study uses qualitative methods by collecting data through interviews, participant observation, and documentation in order to achieve the research. The theory used in this research is the theory of IMC (Integrated Marketing Communication) and the theory of new media. The results of this study are the marketing communication strategy that was built instead of this coffee room through Instagram social media, where Instagram is one of the social media used by entrepreneurs to develop their business. Based on the results of the activities and discussions, it can be seen that the strategy of using Instagram used by Not Ruang Coffe is to analyze problems, analyze consumers, determine goals, choose media, and develop plans or activities to achieve goals.

Keywords: Strategy, Marketing Communication, Social Media, Instagram, Not Coffee Room