

ABSTRACT

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Forque Cafe Marketing Communication Strategy Through Social Media Instagram in Attracting Consumer Interest

Keywords: Marketing Communication, Marketing Mix, Social Media Instagram

(xi + 84 + Attachment)

The purpose of this research is to find out the marketing communication strategies in Forque Cafe through social media in attracting consumers interest. This research used qualitative descriptive method approach, which is to interview 5 speakers. The theories of this research are the diffusion theory of innovation and the concept of the marketing mix. In the theory of innovation diffusion explain how to recognise and adapt an innovation by community and explain how information and ideas spread through social groups. By implementing a combined study based on materials obtained through books, journals, and find data to related parties. Based on the result of this research there are the implementation of the Forque Cafe marketing communication strategy in a various ways, such as active on Instagram to have 6.1 thousand followers and it used as a link and development from the application of the 4P marketing mix concept which includes product, price, place, and promotion. In its implementation, Forque Cafe used marketing communications in electronic media, and also focuses on promotion to make the consumer visit. In promoting through Instagram, Forque Cafe utilises the features provided by Instagram, such as Instagram Story, Instagram Feeds, Instagram Reels, and other that can attract consumers to come to visit.

Bibliography (1984–2022)