

ABSTRACT

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MARKETING COMMUNICATION STRATEGY FOR “SEDJUK BAKMI AND COFFEE” RESTAURANT THROUGH INSTAGRAM MEDIA @SEDJUK.BAKMIDANKOPI IN PRODUCT MARKETING

Keywords: Marketing Communication Strategy, Sedjuk Bakmi and Coffee Restaurant, Instagram Media, Product Marketing.

(xiii + 74 + Attachments)

Marketing communications can strengthen marketing strategies in order to reach broad market segmentation. In increasing sales through Instagram social media, the marketing strategy implemented can attract consumers to visit Instagram, Sedjuk Bakmi and Coffee Restaurant. Based on the results of research on the Communication Strategy of the Sedjuk Bakmi and Coffee Restaurant through Instagram media @sedjuk.bakmidankopi using a qualitative approach and constructivism paradigm with a qualitative descriptive research method. This study uses data collection techniques through interviews, direct observation at research locations and documentation. The results of this study are based on IMC theory which provides development by applying the marketing communication mix concepts of advertising, sales promotion, event sponsorship, public relations, direct marketing, interactive marketing, word of mouth, and personal selling using Instagram to attract consumers to increase marketing effectiveness. The marketing communication strategy through Instagram media is very effective in supporting broad business opportunities in attracting consumers with various and complete features that make it easier for companies to promote their products.

Bibliography (2002-2021)