

ABSTRACT

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Kemang Toast Marketing Communication Strategy in Maintaining Existence

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This study aims to determine the marketing communication strategy and determine the promotional mix used by Roti Bakar Kemang, in increasing sales, through the steps of segmentation, targeting, product positioning to the promotional mix activities implemented by Roti Bakar Kemang. This research is a qualitative research whose results are in the form of descriptive data. Data collection techniques were obtained through in-depth interviews and document studies. Interviews with several internal informants, namely: Café owners, Café employees, and loyal customers of Roti Bakar Kemang. The result of this research is that Roti Bakar Kemang has implemented IMC by integrating more than one promotion mix element. The application of IMC was carried out by Roti Bakar Kemang focusing on online tools used in communicating its products, such as Instagram, WhatsApp, Line, Facebook along with inviting TV to cover and disseminate Roti Bakar Kemang products. In its application, it was found that Rubylicious used online media the most, namely Instagram.

Bilbiograhpy (2001-2020)