

ABSTRACT

KEVIN YEHEZKIEL, 13816876

Nako Coffee Shop Marketing Communication Strategy in Increasing Sales in the City of Bogor

Keyword : Marketing Communication, Integrated Marketing Communion (IMC), Strategic Planning

(xii + 64 + attachment)

This research focuses on the marketing communication strategy used by Kopi Nako as a culinary tourism destination for young people in the F&B, Food and Beverages sectors. This research aims to find out and analyze marketing communication strategies that are carried out to find and analyze Nako Coffee Shop Marketing Communication Strategies in Increasing Sales in Bogor City. In analyzing this study, researchers used strategic planning. The paradigm used in this research is constructivism. The paradigm used in this research is constructivism. Using descriptive qualitative research methods through direct observation, documentation and interviews. Data analysis techniques in research by reducing, presenting and drawing conclusions from the data obtained. Kopi Nako pursues a communication strategy that refers to several elements of integrated marketing communication, the Integrated Marketing Communion (IMC) which includes the 4p marketing mix concept, namely, Product, Place, Price, Promotion. Underlying in the selection of marketing communication strategies are segmentation, targeting, and positioning. The promotion strategy undertaken by Kopi Nako uses social media from Instagram because Instagram is considered to have considerable potential in attracting visitors to come and work with Start Up companies such as Gojek and Grab and in promoting to increase sales. In strategic planning, Kopi Nako takes 5 steps namely, (1) vision and mission, (2) external environmental assessment (3) internal environmental assessment, (4) formulation of strategic issues, (5) strategic preparation.

Bibliography (2001-2018)