

## ABSTRAK

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***Marketing Communication Strategy for Kopi Nako Rumah Sangrai To Enhance Its Sales Performance***

**Keywords :** *Marketing Communication Strategy , Integrated Marketing Communication (IMC), Kopi Nako Rumah Sangrai Coffee Shop, Social Media, Instagram*

*(x + 56 + Attachment)*

*The purposes of this research is to find out how the marketing communication strategy used by Kopi Nako Rumah Sangrai to enhance it sales performance. This study uses a descriptive qualitative method using a case study approach and a constructivist paradigm, this study also uses the theory of Integrated Marketing Communication. This research explores how Kopi Nako Rumah Sangrai effectively utilizes marketing communication elements to boost sales. The elements include Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing. By participating in events, offering special deals, and relying on word-of-mouth, these strategies have led to the coffee shop's success. The study showcases the positive outcomes of these strategies, as evidenced by rising visitor numbers. Despite fierce competition, Kopi Nako Rumah Sangrai not only remains resilient but also expands its reach by opening branches across Indonesia. This research highlights the significance of well-implemented marketing communication in driving business growth.*

