

ABSTRACT

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MARKETING COMMUNICATION STRATEGY MESERCOFFEEANDTEA BOGOR

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(xiii + 80 + Appendices)

Marketing communications include efforts to communicate with external parties, including business partners, suppliers and customers, about the company's offerings and to introduce and build relationships with these parties. One of the fastest growing industries in Indonesia is food and beverage (F&B), and one of the most innovative restaurants in the country can be found in Bogor City, which has attracted customers of all ages. Researchers chose Mesercoffeeandtea Bogor because according to researchers, this coffee shop provides wifi facilities, live music and there are indoor and outdoor places. Mesercoffeeandtea Bogor attracts diverse customers because of the high quality of service provided to each customer. The researcher is interested in learning more about the company's marketing communication tactics and the use of the Instagram social media platform. Mesercoffeeandtea Bogor's marketing communication approach is the focus of this research. This study uses a qualitative descriptive qualitative strategy. Participant perspectives are explained using open and dynamic methods in qualitative research. This study used a constructivist research approach and used a purposive sampling strategy. The research team decided that Abi Rafdi, the business owner, and Ardiansyah and Aisyah, an employee, together with 4 (four) randomly selected customers, would be the first or best key informants for this study. The data analysis technique used by researchers uses the Miles and Huberman model. Data analysis Data reduction. Owner Mesercoffeeandteabogor Develop a marketing communication strategy with reference to several elements of marketing communications which include segmentation, targeting, positioning and differentiation. In implementing the marketing communication strategy, Mesercoffeeandteabogor also uses advertising, personal sales promotion, and public relations.

Bibliography (2009-2023)