

ABSTRACT

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On Marketing Communication Strategy for Cafe Nono Corner in Rangkasbitung City, Banten via social media Instagram

Keywords: Marketing Communications, New media, Social Media, Instagram

(xi + 62 + Appendices)

Marketing communication strategies in the business world have a very important role in the stage of forming consumer awareness and understanding. Thus, a company needs appropriate strategic planning so that it can be easily accepted by the public. Advances in communication technology mean that marketing communications can be carried out anywhere, including through New media such as social media. The aim of this research is to determine the marketing communication strategy of Cafe Nono Corner in Banten City, Rangkasbitung via Instagram social media. The method used is a case study with a qualitative approach and data collection techniques using interviews, observation and documentation with a constructivist paradigm. There were 6 respondents in this study, 1 owner, 3 employees and 2 customers. The theoretical approach used is New media theory and the concept of The Circular Model of Some from Regina Luttrell. The results of this research are that Cafe Nono Corner chose the social media Instagram based on the increasing number of social media users and succeeded in persuading, inviting followers to come to Cafe Nono Corner; then in the process of sharing Cafe Nono Corner also reposted photos of visitors. In the optimization process, Nono Corner Cafe provides information related to the cafe through collabs with TV channels and then posted on Instagram. In the process of managing nono corner cafe, the social media admin Manages to quickly reply to DMs or respond to comments from followers, choosing the right time to post. In the Engagement process to build involvement with consumers, Cafe Nono Corner set up a booth at a music concert event.

Bibliography (2019-2024)