

## **ABSTRACT**

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### **PROMOTION STRATEGY OF KOPI TUKU CIPETE BRANCH IN INCREASING THE NUMBER OF CONSUMER**

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*Keywords: Strategy, Promotional, Kopi Tuku. Consumer.*  
(x + 57 + Attachment)

*This research was conducted at the Coffee Shop Kopi Tuku Cipete Branch to find out the promotinal mix used to increase the number of consumers. The author uses the constructivism paradigm with descriptive qualitative research methods. The theory used is the Promotional Mix because communication planning explains the process that is passed in planning communication behavior in order to achieve goals. The results of this study prove that the use of the Tuku Coffee Shop in particular affects the surrounding community by repeating the message to the surrounding community and conducting research on what coffee is preferred by the surrounding community by giving the type of coffee the results of the Tuku coffee research are repeated until they find the results of making coffee that is suitable for the community. in accordance. One of the results of the market segment that helped the success of tuku coffee was the creation of neighboring milk coffee, the result of research and the concept of the tuku coffee strategy.*

*Bibiliography : (1999-2016)*