

ABSTRACT

Akmal Fariz, 10819397

GALLEON COFFEE'S COMMUNICATION STRATEGY THROUGH INSTAGRAM IN FORMING CONSUMER'S PLANNED BEHAVIOR TOWARDS THE "ESPRESSO TONIC" MENU

Keywords : Coffe Shop; Communication Strategy, Theory of Planned Behaviour

(xii + 54 + Appendices)

The rise of coffee shops in Jakarta is increasing, especially in the South Jakarta area. Intense trade competition, now Galleon Coffee is trying to defend its brand with the most popular menu characteristic, namely "Espresso Tonic". This study aims to describe the communication strategy of galleon coffee via Instagram in shaping consumer planned behavior towards the "espresso tonic" menu. The marketing communication strategy in this study has the aim of informing, producing, and reminding consumers directly or indirectly about the products and brands being sold. Then it will refer to the formation of consumer decisions which are analyzed using 3 indicators of the Theory of Planned Behavior, namely environmental attitudes, subjective norms, and behavioral control. This study uses a qualitative descriptive research method. The subjects in this study were Galleon Coffee owners, Galleon Coffee Supervision, and 3 users. This study shows that Galleon Coffee's communication strategy via Instagram is assessed in shaping consumer planned behavior, to bring in Galleon Coffee and increase sales of the "espresso tonic" menu.