

ABSTRACT

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Marketing Communication Strategy of Halaman Baru Coffeeshop Through Instagram in Increasing Consumer Purchase Interest

Keywords: Strategy, Marketing Communication, Instagram.

(xii + 56 Pages + Appendix).

This study aims to analyze the marketing communication strategy implemented by Halaman Baru Coffeeshop through Instagram in increasing consumer purchase interest. The research uses the theoretical framework of Integrated Marketing Communication (IMC), which consists of eight integrated elements. The method applied is descriptive qualitative, with data collected through in-depth interviews with the business owner, marketing team, and customers.

The results show that Halaman Baru actively applies IMC strategies through various promotional content such as discounts, giveaways, and creative events that enhance audience engagement. Additionally, personal approaches via direct messages and reposting customer content strengthen emotional bonds with consumers. In conclusion, Instagram is proven to be an effective platform for integrating IMC elements to build brand awareness, increase purchase interest, and foster customer loyalty amid the competitive coffeeshop industry.

References: (2013 – 2024).