

ABSTRACT

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Joempa Coffee Marketing Communication Strategy InIncreasing Brand Awareness

Keywords: Communication Strategy, Marketing, Brand Awareness

(xi + 88 + Attachment)

The development of the coffee shop business cannot be separated from the existence of a well-integrated marketing communication strategy. The marketing communication strategy is carried out with the hope that prospective consumers can be aware and recognize a coffee shop brand. The purpose of this study was to determine the marketing communication strategy applied by Joempa Coffee in increasing Brand Awareness. The theory used in this research is the Integrated Marketing Communication Theory by Philip Kotler & Gary Armstrong. This study uses qualitative methods and constructivist paradigms. Data collection techniques in this study were observation, interviews, and documentation. There are key informants in this study, namely the Owner and Store Manager of Joempa Coffee, as well as additional informants, namely several randomly selected Joempa Coffee consumers. The results of the study reveal that in increasing brand awareness, Joempa Coffee applies integrated marketing communications to its communication strategy. Joempa Coffee has effectively coordinated all communication channels, from mass media advertising, personal selling, sales promotion, public relations, and direct marketing. Joempa Coffee's communication strategy in increasing brand awareness is quite effective, because then Joempa Coffee's brand awareness is already at the brand recall stage.

Bibliography (2012-2022)