

ABSTRACT

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Kati Coffee Marketing Communication Strategy on Instagram to Build Brand Image.

Keywords: Instagram, communication strategy, brand image

This research aims to determine Kati Coffee's marketing communication strategy on Instagram social media to build a brand image. Marketing communication strategies are very important in business advice activities this research uses a qualitative descriptive approach using the constructivist paradigm. Data collection techniques use observation, interviews and documentation directly. The theory used is the 7p marketing mix, namely product, price, place, promotion, people, process and physical evidence. There are key informants in this research, namely the owner of Kati Coffee, and the several additional informants, namely several consumer of Kati Coffee. The result of this research found that the marketing communication strategy on Instagram to build the brand image of the gang carried out by Kati Coffee has mostly been implemented well. Kati Coffee shows that its success is due to Kati Coffee using interesting and relevant content, active interaction with followers to strengthen their branding on Instagram.

Bibliography (2001-2022)