

ABSTRACT

Stuja Coffee's Integrated Marketing Communication Strategy to Increase Brand Awareness After the Pandemic Period

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Stuja Coffee, a business in the restaurant and cafe industry, was severely affected by the COVID-19 pandemic and had to close its shop due to a significant decrease in turnover. This study aims to investigate how Stuja Coffee can implement an Integrated Marketing Communication Strategy after the pandemic. The research utilizes various IMC tools such as advertising, sales promotion, direct marketing, public relations, special events, personal selling, word of mouth, and social media. The study employed a descriptive method with a qualitative approach, including in-depth interviews, document reviews, and literature analysis for data collection. The validity of the data was ensured through confirmability testing, and the data analysis process involved coding the collected information. The findings showed that Stuja Coffee's integrated communication strategy successfully enhanced brand awareness through the use of Instagram ads, bundling promotions, WhatsApp blasts, collaborations with external parties for events, organizing various fun events, activating offline stores, utilizing word of mouth through offline activities, and leveraging Instagram as the primary social media platform.

Keywords: Covid-19, Integrated Marketing Communication, Brand Awareness, IMC tools

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