

ABSTRAK

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STRATEGI *MARKETING PUBLIC RELATIONS* DUA COFFEE SHOP MELALUI AKUN INSTAGRAM @DUACOFFEE DALAM MENCIPTAKAN *BRAND IMAGE*

(xv + 124 halaman: 18 gambar; 0 tabel; 12 lampiran)

Kata Kunci: *Marketing Public Relations Strategy*, Dua Coffee Shop, Instagram

Berkembangnya teknologi dapat mempengaruhi kehidupan manusia dalam berkomunikasi, salah satunya adalah dengan melakukan transaksi jual beli secara *online*. Perkembangan teknologi mempengaruhi industri bisnis makanan dan minuman di Indonesia, salah satunya adalah Dua Coffee Shop. Untuk meningkatkan penjualan melalui media sosial Instagram diperlukan adanya penelitian untuk mengetahui apa strategi *marketing public relations* yang diterapkan oleh perusahaan untuk menciptakan *brand image*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data penelitian dilakukan dengan data primer, yaitu wawancara secara mendalam dan observasi, serta data sekunder yaitu studi kepustakaan. Wawancara yang dilakukan dengan Manajer Operasional, *Marketing Sales*, dan *Research & Development* dari Dua Coffee Shop.

Hasil Penelitian ini menunjukkan bahwa strategi *marketing public relations* yang dilakukan oleh Dua Coffee Shop untuk menciptakan *brand image* melalui Instagram dengan menggunakan enam dari tujuh ruang lingkup humas bidang aktivitas, yaitu publikasi, acara-acara, kepedulian terhadap komunitas, menginformasikan dan membangun citra, serta tanggung jawab sosial. Serta melalui konsep bauran pemasaran 11P yaitu *product, price, place, promotion, people, physical evidence, process, performance, positioning, pleasure, dan pointing-out as a reference*.

Referensi: 93 (1994-2020)

ABSTRACT

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DUA COFFEE SHOP'S MARKETING PUBLIC RELATIONS STRATEGY THROUGH INSTAGRAM @DUACOFFEE IN CREATING BRAND IMAGE

(xv + 124 pages: 18 pictures; 0 tables; 12 attachments)

Keywords: Marketing Public Relations Strategy, Dua Coffee Shop, Instagram

The development of technology influences human's activities and behaviour in communicating. One of them is doing transactional online. The development of technology affects the F&B industry in Indonesia, one of which is Dua Coffee Shop. To increase sales through Instagram. A research needed to determine the right marketing strategy to be implemented in order to create the brand image.

This research uses a qualitative approach with case study methodology. The data were collected by using primary data, which are in-depth interview observation & also secondary data, namely literature study. The interviews were conducted with Dua Coffee Shop's Operational Manager, Marketing Sales, and Research & Development officer.

The result indicates that the marketing public relations by Dua is using six of the seven scopes of public relations in the focus of activity, which are publications, events, awareness towards the community, image establishment & publication, and social responsibility. Another result indicates marketing mix 11P which are product, price, place, promotion, people, physical evidence, process, performance, positioning, pleasure, and pointing-out as a reference.

Reference: 93 (1994-2020)