

ABSTRAK

Givenlie Jeviro (00000022016)

AKTIVITAS *DIGITAL MARKETING* PT MAXX COFFEE PRIMA DALAM MENINGKATKAN *BRAND AWARENESS*

(xiv + 94 halaman: 49 gambar; 24 lampiran)

Kata kunci : *Digital Marketing, Social Media Marketing, PT Maxx Coffee Prima, Instagram, Brand Awareness*

Perkembangan industri kedai kopi saat ini telat berkembang sangat pesat dan menjadikan bisnis yang sangat menjanjikan serta menguntukan. Pada era modern zaman sekarang ini, dengan adanya teknologi internet membuat masyarakat mampu melakukan berbagai kegiatan dimana saja dan kapan saja. Maka dari itu diperlukannya pemasaran yang efektif melalui internet agar mendapat perhatian masyarakat sehingga dapat menunjang kesuksesan perusahaan.

Dikarenakan persaingan yang ketat PT Maxx Coffee Prima juga turut serta dalam pemasaran *digital* melalui sosial media seperti *Instagram* dan LINE. Pemasaran yang dilakukan yaitu dalam bentuk foto ataupun video yang diunggah ke *Instagram* dan LINE disertai dengan tata cara penulisan *caption* yang tepat. Perencanaan pemasaran yang dilakukan oleh PT Maxx Coffee Prima guna untuk menyebarkan brand awareness kepada masyarakat. Kesadaran yang didapatkan masyarakat guna untuk mendatangkan insight baik bagi perusahaan.

Referensi : 16 (1981-2018)

ABSTRACT

Givenlie Jeviro (00000022016)

DIGITAL MARKETING ACTIVITIES AT PT MAXX COFFEE PRIMA ON IMPROVING BRAND AWARENESS

(xiv + 94 pages: 49 pictures; 24 attachments)

Keywords : Digital Marketing, Social Media Marketing, PT Maxx Coffee Prima, Instagram, Brand Awareness

The coffee shop industry development is currently growing very rapidly and has made a very promising and profitable business. In this modern era, with internet technology, people are able to carry out various activities anywhere and anytime. Therefore we need effective marketing through the internet in order to get the attention of the community so that it can support the success of the company.

Due to intense competition PT Maxx Coffee Prima also participates in digital marketing through social media such as Instagram and LINE. The preferred method of marketing that had been done was uploading video or photos to Instagram as well as Line Chat, copy of captions were also included. Marketing strategies planned by PT Maxx Coffee Prima were used in order to spread brand awareness throughout the public. Awareness data gathered were used as an insight for the company into more plans and strategies in the foreseeable future.

Reference : 16 (1981-2018)