

ABSTRAK

Penelitian ini menganalisis implementasi strategi komunikasi pemasaran terpadu yang diterapkan NA Coffee dalam upaya meningkatkan pendapatan dan loyalitas pelanggan di tengah persaingan industri kedai kopi yang semakin ketat. Menggunakan metode penelitian kualitatif dengan pendekatan studi kasus dan paradigma konstruktivisme, data penelitian dikumpulkan melalui wawancara mendalam dengan manajemen dan pelanggan tetap, observasi langsung, serta dokumentasi pada tanggal 23 September 2025. Hasil penelitian menunjukkan bahwa NA Coffee menerapkan strategi komunikasi pemasaran terpadu melalui integrasi antara komunikasi langsung (banner, neon box, poster) dan komunikasi media sosial (Facebook, Instagram, TikTok) dengan proporsi 80-90% untuk media digital. Strategi yang diimplementasikan mencakup delapan elemen utama yaitu periklanan melalui Instagram, TikTok, banner, dan kolaborasi influencer lokal; promosi penjualan berbasis special event dan special moment seperti paket ulang tahun; humas dengan pendekatan kritikan terbuka dan penawaran menu baru; pemasaran langsung melalui media digital dan papan informasi; penjualan pribadi dengan interaksi langsung dan personalisasi takaran khusus untuk pelanggan tetap; penciptaan pengalaman melalui suasana cafe yang nyaman dan menu khas berkualitas tinggi; pemasaran interaktif dengan memposting ulang foto dan video pelanggan; serta pemasaran dari mulut ke mulut yang menghasilkan banyak pelanggan baru dan mendorong inovasi menu. Inovasi produk berupa kopi kemasan botol dan paket ulang tahun, dikombinasikan dengan pendekatan responsif terhadap feedback pelanggan melalui evaluasi dan perbaikan berkelanjutan, telah berhasil membangun loyalitas pelanggan yang ditunjukkan melalui frekuensi kunjungan tinggi dan kesediaan merekomendasikan kepada orang lain. Meskipun belum memiliki program loyalitas terstruktur secara formal dan masih menghadapi tantangan terkait ketiadaan nomor telepon resmi yang diatasi melalui sistem dua admin di media sosial, strategi komunikasi pemasaran terpadu yang diterapkan terbukti efektif dalam menarik pelanggan baru, mempertahankan loyalitas pelanggan, meningkatkan pendapatan, dan menciptakan diferensiasi kompetitif melalui kualitas produk, variasi menu yang unik, serta kualitas layanan yang dapat bersaing dengan kedai kopi di kota besar.

Kata kunci: komunikasi pemasaran terpadu, pendapatan, loyalitas pelanggan, media sosial, kedai kopi, NA Coffee

ABSTRACT

This study analyzes the implementation of the integrated marketing communication strategy implemented by NA Coffee in an effort to increase revenue and customer loyalty in the midst of increasingly fierce competition in the coffee shop industry. Using qualitative research methods with a case study approach and constructivism paradigm, research data was collected through in-depth interviews with management and regular customers, direct observation, and documentation on September 23, 2025. The results show that NA Coffee implements an integrated marketing communication strategy through the integration of direct communication (banners, neon boxes, posters) and social media communication (Facebook, Instagram, TikTok) with a proportion of 80-90% for digital media. The strategy implemented includes eight main elements, namely advertising through Instagram, TikTok, banners, and local influencer collaborations; sales promotion based on special events and special moments such as birthday packages; public relations with an open criticism approach and new menu offerings; direct marketing through digital media and information boards; personalized sales with direct interaction and personalized custom measurements for repeat customers; the creation of experiences through a comfortable café atmosphere and high-quality signature menus; interactive marketing by reposting customer photos and videos; as well as word-of-mouth marketing that generates a lot of new customers and drives menu innovation. Product innovations in bottled coffee and birthday packages, combined with a responsive approach to customer feedback through continuous evaluation and improvement, have succeeded in building customer loyalty shown through high frequency of visits and willingness to recommend to others. Although it does not yet have a formally structured loyalty program and still faces challenges related to the absence of an official phone number that is addressed through a two-admin system on social media, the integrated marketing communication strategy implemented has proven effective in attracting new customers, maintaining customer loyalty, increasing revenue, and creating competitive differentiation through product quality, unique menu variety, and service quality that can compete with stores coffee in a big city.

Keywords: integrated marketing communication, revenue, customer loyalty, social media, coffee shop, NA Coffee