

## ABSTRAK

### ANALISIS STRATEGI KOMUNIKASI EDUKATIF SPACE ROASTERY DI INSTAGRAM DALAM MENINGKATKAN KREDIBILITAS BRAND SPECIALTY COFFEE

Ayu Sandrina Purnama Sari

(190710145)

Meningkatnya persaingan di industri *specialty coffee* mendorong kedai kopi untuk menciptakan strategi komunikasi yang berbeda agar dapat membangun kredibilitas *brand* di mata konsumen. *Instagram* dipilih sebagai media utama karena menjadi salah satu *platform sosial media* yang paling banyak digunakan di Indonesia. Penelitian ini bertujuan untuk menganalisis strategi komunikasi edukatif yang dilakukan *Space Roastery* melalui *Instagram* untuk meningkatkan kredibilitas *brand*. Landasan teori yang digunakan meliputi Teori *New Media*, *Social Media Communication*, Strategi 4 Langkah dari Cutlip dan Center (2006) dan Teori utama yaitu Cutlip & Center (2006) tentang *Planning*, *Implementation*, dan *Impact*. Penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif dan paradigma *post-positivisme*. Teknik pengumpulan data dilakukan melalui wawancara dengan *Head of Creative* dan tim kreatif, observasi akun *Instagram* @space.roastery, serta dokumentasi pendukung. Analisis data menggunakan model Miles dan Huberman, meliputi reduksi, penyajian, dan penarikan kesimpulan data. Hasil penelitian menunjukkan bahwa pada tahap *Planning*, *Space Roastery* telah menyiapkan konten edukatif yang sesuai dengan target audiens; pada tahap *Implementation*, konten tersebut telah didistribusikan secara konsisten di *Instagram* dan media sosial lainnya; sedangkan pada tahap *Impact*, hasil menunjukkan peningkatan kredibilitas *brand* yang ditandai dengan interaksi audiens, pertumbuhan *followers*, *loyalitas* pelanggan, dan peningkatan penjualan. Penelitian ini menyimpulkan bahwa strategi komunikasi edukatif *Space Roastery* melalui *Instagram* dinilai efektif dalam membangun kredibilitas *brand specialty coffee*.

**Kata kunci:** strategi komunikasi, komunikasi edukatif, *Instagram*, *Public Relations*, kredibilitas *brand*.

**ABSTRACT**

**ANALYSIS OF EDUCATIONAL COMMUNICATION STRATEGIES BY  
SPACE ROASTERY ON INSTAGRAM IN ENHANCING THE BRAND  
CREDIBILITY OF SPECIALTY COFFEE**

Ayu Sandrina Purnama Sari

(190710145)

The increasing competition in the specialty coffee industry encourages coffee shops to develop distinctive communication strategies to build brand credibility in the eyes of consumers. Instagram is chosen as the main platform because it is one of the most widely used social media platforms in Indonesia. This study aims to analyze the educational communication strategy implemented by Space Roastery on Instagram to enhance brand credibility. The theoretical framework includes New Media Theory, Social Media Communication Theory, Cutlip & Center's (2006) Four-Step Strategy, and the main theory of Planning, Implementation, and Impact by Cutlip & Center (2006). This study uses a qualitative descriptive method within a post-positivist paradigm. Data were collected through interviews with the Head of Creative and the creative team, observation of the Instagram account @space.roastery, and supporting documentation. Data analysis followed Miles and Huberman's model, including data reduction, display, and conclusion drawing. The results show that in the Planning stage, Space Roastery prepared educational content aligned with the target audience; during the Implementation stage, the content was consistently distributed on Instagram and other social media; and in the Impact stage, positive outcomes were observed in audience engagement, follower growth, customer loyalty, and sales. The study concludes that Space Roastery's educational communication strategy on Instagram is effective in building the brand credibility of a specialty coffee business.

**Keywords:** communication strategy, educational communication, Instagram, brand credibility, specialty coffee.