

ABSTRACT

The development of the current era, the quality of a product or service is not only the factor of success in the business world but the expertise of a company in promoting can be one of the keys of success. Nowadays, the competition in the coffee shop business becomes tight because there is an increase in coffee consuming coffee in the society. So every coffee shop must be able to create a communication strategies in marketing the company carefully and planned to avoid losses. Morning Glory Coffee Setrasari is one of the pioneer coffee shop in Bandung that was established since 2006 and strive to increase consumer loyalty for the survival of the coffee shop, one of the way is to set the marketing communications strategies appropriately and effectively.

This research purpose to explore and analyze the planning, implementation and evaluation conducted by Morning Glory Coffee Setrasari. This research use descriptive qualitative method by collecting factual data based on observations, documentation studies and interviews with the founder and business development of Morning Glory Coffee and also with 2 consumers and 1 marketing expert to complete the data.

The writer concludes that Morning Glory Coffee Setrasari has been able to increase consumer loyalty with marketing communication programs through advertising, sales promotion, event and experience, direct marketing, WOMM and personal selling that are carried out to increase the loyalty of customer and also able to utilize various kinds of promotional media both online and offline with the content or messages delivered creatively but not able yet to reach a board audience with a high intensity.

Key Words: *Marketing Communication Strategy, Customer Loyalty, Social Media, Instagram.*

