

ABSTRACT

Coffee Shop Kopi Tuli is the first coffee shop in Indonesia which is managed by deaf people. coffee shop kopi tuli has a unique interaction with customers using sign language which is a value that can be utilized as a marketing communication strategy. This study aims to determine the Integrated Marketing Communication Strategy of Deaf Coffee Shop. The research method in this research is descriptive qualitative with a post positivistic paradigm. Data collection is done through observation, interviews, and documentation. Data Analysis Techniques are guided by Miles and Huberman consisting of merging data, data reduction, data presentation and concluding. collection, data reduction, data presentation and conclusion drawing. The results of research planning activities of the deaf coffee shop by analyzing problems through market analysis, SWOT and competitors, analyzing audiences, formulating communication goals, choosing media and communication channels and developing messages. In the implementation activities namely through personal selling activities, sales promotion, public relations and publicity, events and experience. Evaluation activities by measuring work.

Keywords: Coffee Shop Kopi Tuli, Integrated Marketing Communication, Marketing Communication, Marketing Communication Strategy