

ABSTRACT

The increasing growth of the food and beverage provider industry has led to the emergence of many cafes, large and small restaurants. The role of marketing communications is needed to attract visitors. Marketing communication is used in this research as a means to find out the business of a business in an effort to inform, persuade and remind consumers directly or indirectly about the products or services being marketed. The purpose of this research is to analyze in depth the marketing communication mix activities carried out by LOF Plants and Kitchen. The theory used in this research is the marketing communication mix according to Morissan, namely advertising, direct marketing, interactive marketing, sales promotion, public relations and personal selling. The research method used in this research is descriptive qualitative with post positivism paradigm. The primary data collection technique used interviews and observations to four related informants. Then secondary data collection techniques using literature studies and online sources. The results of the research obtained are that LOF Plants and Kitchen does not apply advertising elements in its marketing activities.

Keywords: Marketing Communication Activities, Marketing Communication Mix, LOF Plants and Kitchen.