

ABSTRACT

The coffee shop business in Indonesia is currently experiencing rapid development. The hanging out culture that is present in Indonesia makes the coffee shop business more attractive to the public. One of the cities that is experiencing rapid development is Samarinda City. This makes the competition for coffee shops in Indonesia, especially Samarinda, very tight. More and more coffee shops are popping up in Samarinda. One of the things that distinguishes one coffee shop from another is the integrated marketing communication activities carried out by the coffee shop. Kopiria Citra Niaga is one of the coffee shop outlets that is growing in Samarinda. Kopiria Citra Niaga conducts marketing communication activities to attract customers and gain profits. This study discusses several marketing communication activities carried out by Kopiria Citra Niaga. The method used in this research is descriptive qualitative. The techniques used to collect primary data are interviews, observation, and documentation. To obtain secondary data, a literature study was used. The data validity technique in this study used source triangulation. The theory used in this research is the integrated marketing communication mix proposed by Kotler & Keller. From this research, it can be concluded that Kopiria Citra Niaga uses a marketing communication mix, namely advertising, sales promotion, event and experience, word of mouth marketing, and personal selling.

Keywords: Integrated Marketing Communication, Marketing Communication Mix, Coffee Shop, Samarinda