

ABSTRACT

The increase in the coffee industry and the large number of people who have an interest in coffee have resulted in many coffee shop businesses starting to emerge, especially in the city of Bogor. The role of marketing communications in a coffee shop is also one of the important things that coffee shops really need to attract customers. Marketing communication is used in this study as a means to find out the business of a business in an effort to inform, persuade and remind consumers, both directly and indirectly, about how products and services are marketed by a coffee shop. This study has a goal, namely marketing communication activities carried out by Penalama Coffee to attract customer interest. The theory used in this study is Integrated Marketing Communication (IMC). The method in this research is qualitative with constructivism paradigm. Data collection techniques used interviews and documentation with four relevant informants. The research results obtained were that Penalama Coffee only implemented marketing communication activities using advertising and event & experience in marketing their products or coffee shops.

Keywords: Marketing Communication Activities, Integrated Marketing Communication (IMC), Coffee Shop, Penalama Coffee