

Malabar Coffee Shop Marketing Communication Activities to Attract Customer Interest

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ABSTRACT

Kedai Malabar is one of the coffee shop businesses in the East Jakarta area and carries out marketing communications. This research aims to determine the form of marketing communication activities at the Kedai Malabar coffee shop in attracting customer interest and the importance of USP in facing competitors, especially consumer interest. This research uses descriptive qualitative methods with primary data through interviews, documentation, and secondary data. This research shows that Kedai Malabar has implemented aspects of marketing communication, advertising via Instagram as a suggestion for advertising. Events and experiences through several events organized by Kedai Malabar for the public include movie nights, hum of laughter, Malabaria Karaoke Weekend, and Rich Gigs. Online and social media marketing via Instagram social media by utilizing its features and personal selling is carried out through marketing by baristas and managers. Public relations and publicity are carried out by Kedai Malabar by embracing the local community in organizing Malabaria events. Mobile marketing by utilizing online sales platforms, namely, Grab and Gojek. Sales promotion by carrying out promotions such as buy one get one during the election edition and a 20 percent discount during the one-year celebration of Kedai Malabar.

Keywords: *Coffee Shop, Unique Selling Proposition, Kedai Malabar, Marketing Communication*