

ABSTRACT

Monday Coffee is a coffee shop in Bandung known for its product innovation. However, it faces challenges in optimizing digital marketing and managing product delivery, which impact sales. This study aims to analyze the integrated marketing communication (IMC) strategy employed by Monday Coffee to enhance sales and strengthen customer relationships. Utilizing IMC theory, the research examines how various communication and promotional elements can be combined to achieve marketing objectives. The study employs a descriptive qualitative approach with data collection techniques including interviews, observations, and documentation. The findings reveal that Monday Coffee's strengths lie in product innovation, social media use, and branch uniqueness, while weaknesses are found in digital marketing optimization and product delivery management. The IMC strategy includes advertising through social media and KOLs, sales promotions with discounts and bundling, public relations through events, friendly barista personal selling, and direct marketing through customer data management. In conclusion, Monday Coffee's IMC strategy effectively boosts sales and strengthens customer relationships, although improvements are needed in digital marketing optimization and product delivery management.

Keywords: Marketing Communication Strategy, Integrated Marketing Communication, Sales