

## ABSTRACT

This study aims to understand how *Lucrum Place and Coffee* builds brand awareness, increases engagement, and drives sales through visual content and interactions on Instagram. This study also discusses the marketing communication elements applied, such as segmentation, targeting, and positioning, as well as how unique concepts and interesting activities, such as live music events, e-sports, and manual brew, contribute to attracting customers. The research methods used include interviews, observations, and documentation. The results of the study indicate that the use of Instagram as a marketing communication medium is effective in reaching a wider audience and building closer relationships with consumers. In addition, an interesting and interactive content strategy has been shown to increase the visibility and appeal of *Lucrum Place and Coffee* among Instagram users. This study provides insight for other coffee shop businesses regarding the importance of marketing communication strategies through social media to build brands and achieve competitive advantage in an increasingly competitive market.

*Keywords : Marketing Communication Strategy, Social Media Instagram, Utilization of social media.*