

ABSTRACT

This study aims to analyze the persuasive strategies employed by Vespuci Workshop in implementing Integrated Marketing Communication (IMC) to build brand awareness. The research adopts a qualitative method using interviews and observations, guided by the IMC framework of J. Craig Andrews and Terence A. Shimp. The persuasion process is analyzed through the Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo, which categorizes message processing into central and peripheral routes. Vespuci Workshop leverages the central route by delivering informative and educational messages through organic social media content, targeting consumers who engage in critical decision-making. Conversely, the peripheral route is utilized by creating emotional appeal through the workshop's vintage-themed visual identity, community riding events, and word-of-mouth strategies within the Vespa community. The findings indicate that Vespuci has successfully built brand awareness through persuasive strategies emphasizing organic approaches, although the implementation of personal selling and direct marketing requires further optimization.

Keywords: Persuasion, Integrated Marketing Communication, Brand Awareness, Central Route, Peripheral Route, Vespuci Workshop