

ABSTRACT

The intense competition in the coffee industry requires brands like Kopi Kiara to implement effective marketing communication strategies, especially when targeting Gen Z, known for their unique characteristics. This study aims to analyze the marketing communication strategies applied by Kopi Kiara and how these strategies influence Gen Z's purchase intentions. Using a descriptive qualitative approach, the study adopts Fill's (2009) Integrated Marketing Communication Strategy, including IMC strategy, employees, technology and agencies, community tools and message, structures and brand, and relationship. Data were collected through interviews with the marketing communication team and Gen Z consumers, social media observations on Instagram and TikTok accounts of Kopi Kiara, and documentation. The findings show that baristas play a key role as brand ambassadors in fostering personal relationships with customers. Offline events and bundling promotions are considered effective in enhancing brand image and encouraging repeat purchases. Social media serves as the main channel for brand messaging through educational content, entertainment, and two-way interaction tailored to each platform's nature. However, the lack of a digital loyalty program remains an area for improvement. Thus, Kopi Kiara's integrated communication strategy can serve as a reference for developing more adaptive and relevant marketing efforts.

Keywords: *Marketing Communication, Integrated Marketing Communication Strategy, Gen Z, Kopi Kiara.*