BEAN SPOT MARKETING COMMUNICATION TACTICS ANALYSIS USING INTEGRATED MARKETING COMMUNICATION (IMC) TOOLS

UNDERGRADUATE THESIS

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Sarjana Ilmu Komunikasi (S.I.Kom)

By:

SAFIRA LUTHFIYYANA NUGROHO

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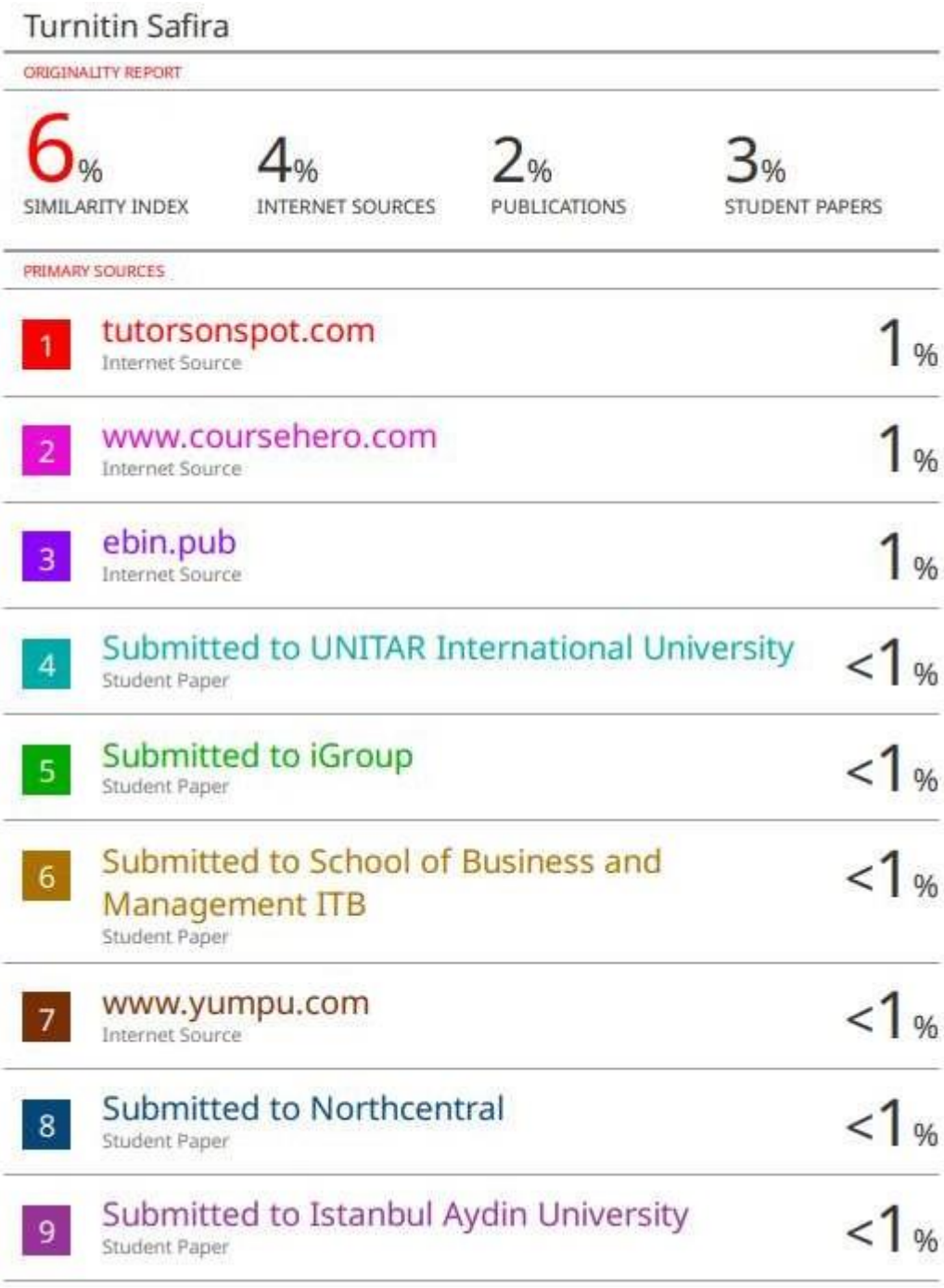
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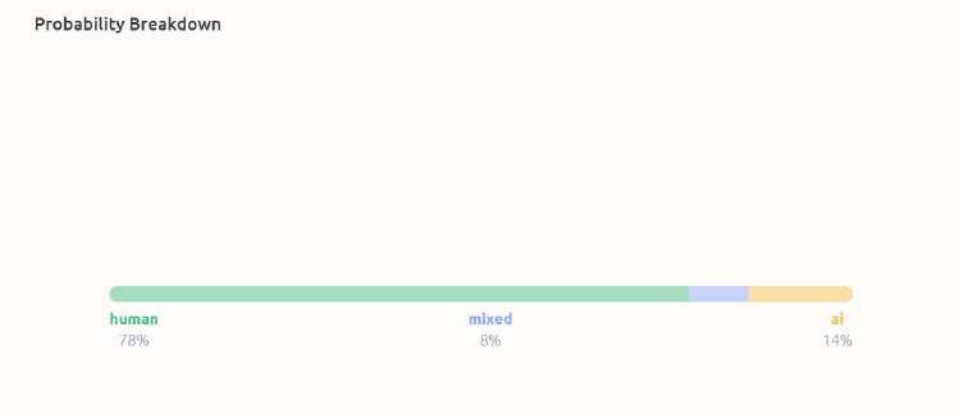
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Abstract

In the dynamic world of specialty coffee retail, establishing and increasing brand awareness is critical for long-term growth and competitive advantage. This study focuses on the marketing communication tactics used by Bean Spot, Alfamart's coffee corner, with a particular emphasis on their usage of Integrated Marketing Communication (IMC) tools. IMC combines multiple promotional components to convey a consistent and effective message to target consumers. This study conducts a thorough examination of how Bean Spot strategically uses IMC tactics such as social media marketing, direct marketing, and sales promotion to effectively enhance brand visibility among consumers. The study includes qualitative approaches, including in-depth interviews with marketing communication professionals and Bean Spot customers. The findings provide insights into the effectiveness of IMC methods in improving Bean Spot's brand visibility, customer engagement, and sales. Both offline and online media, such as print and Instagram, have a significant impact on brand awareness. The thesis contributes to a better knowledge of marketing communication utilizing IMC in the specialty coffee corner business and makes practical advice for that brand looking to optimize their marketing communication efforts to increase brand awareness in competitive markets.

Keywords: Brand Awareness, Bean Spot, Integrated Marketing Communication, Marketing Communication.

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