

ABSTRAK

STRATEGI PEMANFAATAN *INTEGRATED MARKETING COMMUNICATION (IMC)* TERHADAP *NEW MEDIA* DI KEDAI KOPI KETJE BANDAR LAMPUNG SAAT PANDEMI COVID-19

Oleh

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Penelitian ini bertujuan untuk mengetahui bagaimana strategi pemanfaatan komunikasi pemasaran terpadu terhadap media baru di kedai Kopi Ketje Badnar Lampung saat Covid-19. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Sumber data dalam penelitian ini berupa data primer dan sekunder. Teknik pengumpulan data dilakukan dengan cara observasi, wawancara dan dokumentasi hasil penelitian. Setelah data terkumpul kemudian dianalisis untuk mendapatkan jawaban dari penelitian. Berdasarkan hasil penelitian didapatkan bahwa kedai kopi Ketje menggunakan strategi komunikasi pemasaran digital lewat pemanfaatan media baru (*new media*) melalui media sosial terutama Instagram dengan menerapkan bauran pemasaran (*marketing mix*) yaitu *product, price, place* dan *promotion*. Melalui promosi, kedai kopi Ketje menerapkan teori *Integrated Marketing Communication (IMC)* menurut Shimp yaitu beriklan seperti iklan melalui *Instagram Ads* dan *influencer marketing*. Menerapkan *sales promotion* dengan mengadakan *Giveway*, diskon kilat, mengadakan promo Ketje *Goceng* dan Ketje *Ceban*, dan memberlakukan harga coret. Mendapatkan publisitas dengan memanfaatkan momen yang tidak biasa. Melakuakn *sponsorship marketing* melalui aplikasi Grab lewat menu Grabfood serta melakukan komuniakasi di tempat pembelian lewat pembuatan *standing banner*. Walaupun Sebagian besar strategi berjalan lancar dan efektif dalam meningkatkan penjualan, tidak semua penerapan staretegi *marketing mix* dan *promotion mix* yang diterapkan berlangsung efektif. Contohnya seperti penerapan publisitas, *giveaway* menggunakan *voucher, bundling product*, dan pemberlakuan harga coret untuk menu yang kurang laku.

Kata kunci: media baru, komunikasi pemasaran terpadu, bisnis kopi

ABSTRACT

STRATEGY FOR UTILIZING INTEGRATED MARKETING COMMUNICATION (IMC) ON NEW MEDIA AT KEDAI KOPI KETJE BANDAR LAMPUNG DURING THE COVID-19 PANDEMIC

By

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This study aims to find out how the strategy of using Integrated Marketing Communication (IMC) for new media at Kedai Kopi Ketje Bandar Lampung during Covid-19 pandemic. This study uses descriptive qualitative research methods. Sources of data in this study in the form of primary and secondary data. Data collection techniques were carried out by means of observation, interviews and documentation of research results. After the data is collected then it is analyzed to get answers from the research. Based on the results of the study, it was found that in maintaining its business in the midst of the Covid-19 pandemic, Kedai Kopi Ketje used new media through social media, especially Instagram by implementing a marketing mix, namely product, price, place and promotions. Through promotions, the Kedai Kopi Ketje applies the theory of Integrated Marketing Communication (IMC) according to Shimp, namely advertising such as advertising through Instagram Ads and influencer marketing. Implementing a sales promotion by holding a Giveaway, a flash discount on twin dates and months, holding a Ketje Goceng and Ketje Ceban promo, and applying a strike price. Getting publicity by taking advantage of an unusual moment in the midst of the Covid-19 pandemic, namely adding shop branches. Conduct sponsorship marketing through the Grab application via the Grabfood menu to increase sales in the midst of a pandemic and communicate at the point of purchase through the creation of standing banners containing information about new menus and various ongoing promos. Although most of the strategies run smoothly and effectively in increasing sales, not all of the implementation of the marketing mix and promotion mix strategies that are implemented are effective. Examples include the application of publicity, giveaways using vouchers, product bundling, and the application of strike prices for menus that are not selling well.

**Keywords: new media, Integrated Marketing Communication (IMC),
coffee business**