

## ABSTRAK

### IMPLEMENTASI *INTEGRATED MARKETING COMMUNICATION* (IMC) PADA *COFFEE & CHILL* DALAM MEMBANGUN CITRA PERUSAHAAN

Oleh  
Ilham Tri Rhamadika

Persaingan antar kedai kopi atau *coffee shop* semakin ketat. Citra yang dimiliki *Coffee & Chill* sebagai kedai kopi yang nyaman untuk setiap kalangan mengalami kemunduran dikarenakan banyaknya kedai kopi baru dan ulasan kurang baik yang pernah didapat tentang *Coffee & Chill*. Dalam menghadapi persaingan itu, setiap perusahaan perlu merancang strategi pemasaran yang efektif untuk membangun citra perusahaan agar tetap dapat bersaing di dunia usaha *coffee shop*. Berdasarkan hal tersebut maka rumusan masalah dalam penelitian ini adalah bagaimana implementasi *integrated marketing communication* sebagai kompilasi dari lima program komunikasi pemasaran yang dipadukan agar tujuan perusahaan dapat tercapai dengan maksimal diterapkan pada *Coffee & Chill* dalam membentuk citra perusahaan.

Penelitian ini menggunakan penelitian deskriptif kualitatif, teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Data yang sudah terkumpul selanjutnya dilakukan analisis melalui reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi *integrated marketing communication* yang dilakukan *Coffee & Chill* sudah dilaksanakan dengan baik terlihat dari *Coffee & Chill* Lampung menggunakan strategi periklanan (*advertising*) melalui penyebaran informasi melalui platform digital media sosial dan juga menggunakan *google review*. *Personal selling* melalui tatap muka langsung ketika ada kafe karena *personal selling* melalui media sosial Instagram belum diterapkan. *Sales promotion* dengan cara memberikan potongan harga. *Public relations* yang dilakukan oleh semua tim. Pemasaran langsung dengan memanfaatkan fitur *direct message* yang merespon pesan dari calon konsumen bekerja sama dengan *e-commerce*. Pengimplementasian IMC yang baik membuat citra *Coffee & Chill* positif di mata konsumen. Implementasi IMC *advertising* dan *personal selling* paling berpengaruh terhadap citra identitas perusahaan, reputasi, kualitas perusahaan serta kualitas interaktif.

**Kata Kunci:** Citra Perusahaan, Implementasi, *Integrated Marketing Communication*

## **ABSTRACT**

### **IMPLEMENTATION INTEGRATED MARKETING COMMUNICATION (IMC) COFFEE & CHILL IN BUILDING COMPANY IMAGE**

**By**  
**Ilham Tri Rhamadika**

*Competition of coffee shops is getting tougher. Coffee & Chill's image as a comfortable coffee shop for everyone has suffered a setback due to the many new coffee shops and the bad reviews that Coffee & Chill has received. In facing this competition, every company needs to design an effective marketing strategy to build a corporate image so that it can remain competitive in the coffee shop business world. Based on this, the formulation of the problem in this study is how to implement integrated marketing communication as a compilation of five integrated marketing communication programs so that the company's goals can be achieved with maximum application to Coffee & Chill in forming a corporate image.*

*This study uses descriptive qualitative research, data collection techniques using observation, interviews and documentation. The data that has been collected is then analyzed through data reduction, data presentation and drawing conclusions.*

*The results showed that the implementation of integrated marketing communication carried out by Coffee & Chill had been carried out well, as seen from Coffee & Chill Lampung using an advertising strategy by disseminating information through digital social media platforms and also using Google review. Personal selling through face to face when there is a cafe because personal selling through social media Instagram has not been implemented. Sales promotion by giving discounts. Public relations carried out by all teams. Direct marketing by utilizing the direct message feature that responds to messages from potential customers in collaboration with e-commerce. Good IMC implementation makes Coffee & Chill's image positive in the eyes of consumers. The implementation of IMC advertising and personal selling has the most influence on corporate identity image, reputation, company quality and interactive quality.*

**Keywords:** *Corporate Image, Implementation, Integrated Marketing Communication*