

ABSTRAK

STRATEGI KOMUNIKASI PEMASARAN MELALUI MEDIA SOSIAL TIKTOK DALAM MEMBANGUN CITRA BISNIS COFFEE SHOP (Studi pada Akun Tiktok @faste_coffee)

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Citra bisnis merupakan persepsi konsumen terhadap identitas, nilai, dan reputasi suatu perusahaan, yang berperan penting dalam membedakan merek di tengah persaingan. Dalam era digital, citra bisnis tidak hanya dibentuk oleh pengalaman langsung konsumen, tetapi juga melalui representasi visual dan interaksi di media sosial. TikTok, sebagai salah satu platform dengan pertumbuhan tercepat, menawarkan peluang besar bagi perusahaan untuk membangun citra melalui konten yang kreatif, interaktif, dan mudah diakses, terutama di kalangan generasi muda yang aktif secara digital. Faste Coffee, sebuah coffee shop lokal di Bandar Lampung, memanfaatkan akun TikTok @faste_coffee untuk memperkenalkan produk sekaligus membangun citra bisnis. Namun, pengelolaan akun masih menghadapi kendala, seperti ketidakkonsistenan unggahan, gaya visual yang belum seragam, serta keterbatasan strategi komunikasi yang terstruktur. Rendahnya interaksi dua arah dengan audiens juga menyebabkan keterlibatan digital belum maksimal, sementara kompetisi coffee shop semakin ketat menuntut diferensiasi berbasis citra bisnis yang kuat. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran Faste Coffee melalui TikTok dalam membangun citra bisnis. Metode yang digunakan adalah deskriptif kualitatif dengan teknik observasi, wawancara, dan dokumentasi, serta analisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Faste Coffee menerapkan prinsip *Integrated Marketing Communication* (IMC) dengan dominasi strategi advertising berbasis konten visual kreatif. Strategi lain yang diterapkan meliputi sales promotion, serta storytelling visual, sedangkan personal selling masih terbatas. Temuan ini menegaskan bahwa komunikasi pemasaran digital yang konsisten dan terintegrasi berkontribusi signifikan dalam memperkuat citra bisnis Faste Coffee sebagai coffee shop modern, ramah, dan relevan dengan gaya hidup generasi muda.

Kata Kunci: Citra Bisnis, Strategi Komunikasi Pemasaran, Tiktok

ABSTRACT

MARKETING COMMUNICATION STRATEGY THROUGH TIKTOK SOCIAL MEDIA IN BUILDING BUSINESS IMAGE OF A COFFEE SHOP (A Study on the TikTok Account @faste_coffee)

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Business image represents consumers' perception of a company's identity, values, and reputation, and plays a crucial role in differentiating a brand in a highly competitive market. In the digital era, business image is not only shaped by consumers' direct experiences but also through visual representation and interaction on social media. TikTok, as one of the fastest-growing platforms, offers significant opportunities for businesses to build their image through creative, interactive, and easily accessible content, especially among younger audiences who are digitally active. Faste Coffee, a local coffee shop in Bandar Lampung, utilizes its TikTok account (@faste_coffee) to promote its products and strengthen its business image. However, the account still faces several challenges, including inconsistent posting, lack of visual uniformity, and the absence of a structured communication strategy. Limited two-way interaction also leads to low audience engagement, while competition among coffee shops continues to intensify, demanding clear differentiation through a strong business image. This study aims to analyze Faste Coffee's marketing communication strategy on TikTok in building its business image. A qualitative descriptive method was employed, with data collected through observation, interviews, and documentation, and analyzed through data reduction, presentation, and conclusion drawing. The findings reveal that Faste Coffee implements the principles of Integrated Marketing Communication (IMC), with advertising as the most dominant strategy through creative visual content. Other strategies include sales promotion, public relations, direct marketing, and storytelling-based content, while personal selling remains limited. These findings highlight that consistent and integrated digital marketing communication significantly contributes to strengthening Faste Coffee's business image as a modern, friendly, and youth-oriented coffee shop.

Keywords: *Business Image, Marketing Communication Strategy, TikTok*