

ABSTRAK

MODEL KOMUNIKASI PEMASARAN 4C LAUTERBORN DALAM MEMPERTAHANKAN EKSISTENSI WARUNG KOPI DUNIA DI BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis penerapan Model Komunikasi Pemasaran 4C Lauterborn (*Customer Value*, *Customer Cost*, *Convenience*, dan *Communication*) dalam upaya mempertahankan eksistensi Warung Kopi Dunia di Bandar Lampung di tengah persaingan industri kopi yang semakin modern dan kompetitif. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam terhadap pemilik, co-owner, karyawan, dan pelanggan, observasi partisipan, serta studi dokumentasi. Hasil penelitian menunjukkan bahwa Warung Kopi Dunia berhasil menerapkan keempat elemen 4C secara terpadu dan saling mendukung. *Customer Value* terwujud melalui pengalaman pelanggan yang utuh, meliputi cita rasa kopi yang khas dan konsisten, suasana warung yang santai dan akrab, serta pelayanan yang ramah. *Customer Cost* dikelola dengan menjaga keseimbangan antara harga menu yang ditetapkan dengan manfaat serta pengalaman non-material yang diterima pelanggan, di mana pengorbanan non-finansial (waktu, tenaga) dapat diminimalkan. *Convenience* tercermin dari kemudahan akses lokasi, sistem pelayanan yang sederhana dan cepat, fleksibilitas waktu kunjungan, serta adaptasi terbatas melalui layanan pemesanan daring *GoFood*. *Communication* berlangsung secara dua arah, dialogis, dan personal, baik melalui interaksi langsung di tempat maupun ulasan di platform digital, yang berperan krusial dalam membangun hubungan dan kepercayaan jangka panjang. Penelitian menyimpulkan bahwa eksistensi Warung Kopi Dunia tidak hanya ditopang oleh kualitas produk, tetapi lebih pada kemampuan menciptakan dan mempertahankan nilai relasional berbasis pengalaman pelanggan melalui strategi komunikasi pemasaran yang terpadu. Temuan ini memberikan kontribusi pada kontekstualisasi teori komunikasi pemasaran modern dalam ranah usaha tradisional serta menawarkan implikasi praktis bagi pelaku UMKM sejenis dalam merancang strategi komunikasi yang berkelanjutan.

Kata Kunci: Komunikasi Pemasaran, Model 4C Lauterborn, Warung Kopi Tradisional, Eksistensi Usaha, Bandar Lampung

ABSTRACT

IMPLEMENTATION OF LAUTERBORN'S 4C MARKETING COMMUNICATION MODEL IN MAINTAINING THE EXISTENCE OF WARUNG KOPI DUNIA IN BANDAR LAMPUNG

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This study aims to analyze the implementation of Lauterborn's 4C Marketing Communication Model (Customer Value, Customer Cost, Convenience, and Communication) in efforts to maintain the existence of Warung Kopi Dunia in Bandar Lampung amidst the increasingly modern and competitive coffee industry. The research uses a descriptive qualitative approach with data collection techniques through in-depth interviews with the owner, co-owner, employees, and customers, participant observation, and documentation studies. The results show that Warung Kopi Dunia successfully implements all four 4C elements in an integrated and mutually supportive manner. Customer Value is realized through a holistic customer experience, including the distinctive and consistent taste of the coffee, the relaxed and friendly atmosphere of the shop, and warm service. Customer Cost is managed by maintaining a balance between the set menu prices and the benefits and non-material experiences received by customers, where non-financial sacrifices (time, effort) can be minimized. Convenience is reflected in the easy access to the location, simple and fast service system, flexibility of visit duration, and limited adaptation through online ordering services GoFood. Communication occurs in a two way, dialogical, and personal manner, both through direct interaction on-site and reviews on digital platforms, which play a crucial role in building long-term relationships and trust. The research concludes that the existence of Warung Kopi Dunia is supported not only by product quality but more by its ability to create and sustain relational value based on customer experience through an integrated marketing communication strategy. These findings contribute to contextualizing modern marketing communication theory within traditional businesses and offer practical implications for similar MSME actors in designing sustainable communication strategies.

Keywords: Marketing Communication, Lauterborn's 4C Model, Traditional Coffee Shop, Business Existence, Bandar Lampung