

ABSTRACT

Coffee is one of the plantation commodities that is very popular and worldwide. According to data from the International Coffee Organization (ICO) coffee consumption in Indonesia will reach 5 million bags measuring 60 kg in the 2020/2021 period. Micro, small and medium enterprises (MSMEs) are business activities that can expand employment opportunities and provide various kinds of economic services to the community. One of the businesses engaged in the coffee bean industry is Kopi Sugih Wangi. The purpose of this study is to understand and describe the analysis of marketing communication activities applied by Kopi Sugih Wangi in the development of Micro, Small and Medium Enterprises (MSMEs) in Majalengka district. This research was conducted using Agus Hermawan's marketing communication model which consists of advertising, sales promotion, public relations, individual selling, direct marketing and internet marketing. This study uses a qualitative descriptive research method with a post-positivism paradigm. Data collection was carried out by observation, in-depth interviews with the Owner, Sugih Wangi coffee assistant, and old Sugih Wangi coffee customers. The results of this study suggest that Sugih Wangi coffee has carried out a series of marketing models by Agus Hermawan in the form of advertising, sales promotion, public relations, individual sales, direct marketing and internet marketing. But still lacking in sales promotion advertising and internet marketing.

Keywords: *Marketing communication analysis, Sugih Wangi Coffee, MSMEs, promotion mix*