

ABSTRACT

Modern developments have changed the view of business from focusing on sales to focusing on customer satisfaction. Successful companies today are more oriented towards building long-term relationships with customers rather than simply seeking one-time transactions. The aim of this research is to find out the right communication strategy for marketing Moonlight coffee in increasing consumer loyalty.

The type of paradigm used by researchers in conducting research is a constructivist paradigm. In this research, researchers took the results of interviews from 3 key informants and 2 supporting informants. By using the SWOT Matrix, which is an analytical tool used to determine the company strategy that is being implemented and can also be used to produce alternative strategies for the company. From the results of interviews conducted with informants, an analysis of internal factors and external factors using the SWOT Method at Moonlight Coffee Yogyakarta can be carried out to increase consumer loyalty.

Keywords: Strategy, SWOT and Loyalty.