

Abstract

Nowadays the development of the food and beverage industry is growing more rapidly, as we know, food and drink will always be an aspect of fulfilling the needs of human life. This encourages business people to develop businesses in the food and beverage sector. Throughout 2017 local coffee shops continue to appear. Coupled with the presence of Instagram social media, which has a high level of use, it opens more opportunities for businesses to build businesses in this field. The exchange of communication information can be realized from a coffee shop, and this can encourage the formation of a community. Bandung is a city that is currently rife with communities in the automotive field. In the city of Bandung itself there is a local coffee shop that houses the motor community called Kopi Kendara. In addition to accommodating the existing motorcycle community, Kopi Kendara also needs to implement a marketing communication strategy to market its products. The purpose of this study was to determine the marketing communication strategy undertaken by Kopi Kendara through social media Instagram. In this study, researchers used qualitative research methods with in-depth interview techniques and documentation. Data analysis techniques in this study used the Miles and Huberman models. The results of this study include the following, Kopi Kendara makes Instagram as the main media as a marketing communication strategy, the target audience is young people who like automotive from the age of 16 to 25 years, the contents of the information conveyed is to unite the two cultures between motorcycle culture with coffee, a series of messages delivered by Kopi Kendara is done through Instagram.

Keywords : Marketing Communication Strategy, Instagram