ABSTRACT

The development of startups in Indonesia is currently growing rapidly and is very diverse. Indonesia is currently ranked fifth as the most startup producing country after the United States with 49,966, India 6,666, Britain 4,995, Canada 2,547 and Indonesia totaling 2,124. With the rapid growth of startups like this, the coworking space business is flourishing. In the city of Bandung the number of coworking spaces in 2019 amounted to 33 coworking spaces, and one of them was Workspace 53. Workspace 53 during operation the monthly revenue target is always not achieved. Apparently this is caused by advertising marketing communication that has not been effective because it is proven through Instagram ads analytics. So that the Workspace 53 owner must find a marketing communication strategy that is able to attract the attention of customers. To measure effective marketing communication in this study using the dimensions of Clow and Baack where there are eight dimensions, namely visual consistency, campaign duration, repeated tagline, consistent positioning, simplicity, identifable selling points, create on effective flow and beating ad clutter.

This research uses quantitative methods by distributing questionnaires. The type of investigation in this study is comparative with descriptive objectives in which this study will explain the gap analysis presented via radar charts using Microsoft Excel. This Gap Analysis aims to find the value of Gap between Customers Expectation, Potential Customers Expectation in order to produce recommendations for the marketing communication strategy of Workspace 53 advertising to be better going forward. This study uses a quantitative method using a questionnaire distributed to respondents as a source of data, and the purpose of this study is descriptive by explaining the gap between customer expectation, potential customers expectation, company expectation, so that later it can be found positive gaps and negative gaps for each dimension. Of the eight dimensions examined, the dimension that has the highest negative gap is the identifable selling point dimension on indicator number 18, where Workspace 53 adverts have not explained the benefits of the services offered, while the dimension that has the highest positive gap is the beating ad clutter dimension, namely the indicator number 23 which is a good benchmark for measuring the success of Workspace 53 ads.

Keyword:: *Marketing Communication, Advertising, Coworking Space,* and *Gap Analysis*