

ABSTRACT

Kong Djie Coffee Shop is a culinary tourism destination in Belitung, this coffee shop has an attraction to the building and its authentic atmosphere because it has been maintained since 1943 until now, besides that Kong Djie Coffee Shop also still uses kettles to cook coffee, with These various uniqueness of this shop is one of the destinations that tourists must visit when visiting Belitung. Researchers use descriptive qualitative research methods to support this research then the interview method is used to obtain information about tourism communication conducted by Kedai Kopi Kong Djie in a Consumer Perspective. Then it was concluded that the communication carried out by this shop was verbal and non-verbal in collaboration with several parties, especially travel agents and also the atmosphere of this kong djie coffee shop, but there is a little unfortunate that Kong Djie Coffee Shop still has not utilized online media as media to disseminate information, then consumers also admit that they are satisfied with all that is served at this shop and will come back again at the next opportunity which makes them loyal consumers.

Keywords: Communication, Tourism Communication, Consumer Behavior, Kong Djie Coffee.