

## ABSTRACT

The coffee shop business in Indonesia continues to increase in line with the increasing domestic consumption of coffee in Indonesia. Kopi Nyai took advantage of this booming business opportunity to build a coffee shop business. Kopi Nyai is a coffee shop that carries the theme "Coffee Art and Culture Concoction", which has a different concept from other coffee shops namely, to continue to preserve Indonesian local culture. Kopi Nyai also uses a variety of integrated marketing communication activities to attract public interest. This study discusses various integrated marketing communication activities carried out by Kopi Nyai as a Cultural Coffee Shop. The method used in this research is descriptive qualitative. Primary data collection techniques using interviews, observation, and documentation. Secondary data collection techniques using online sources, literature studies and previous literature. The data validity technique in this study used source triangulation. The theory used in this research is advertising, sales promotion, event & experience, word of mouth, public relations, and interactive marketing. The results of this study can be concluded that Kopi Nyai in carrying out its marketing activities utilizes Instagram social media very effectively. Instagram is used by Kopi Nyai to spread information about the cultural concept they are carrying, which makes it different from other coffee shops. Instagram social media is also used to carry out all marketing communication activities owned by Kopi Nyai as a Cultural Coffee Shop.

**Keywords: Marketing Communication, Integrated Marketing Communication, Coffee Shop, Cultural Coffee Shop.**