

ABSTRACT

The Provincial Statistical Center recorded 746 cafe business throughout West Java during 2018. As such numbers shown, businesses flocked to create outstanding values to differentiate them with each other. During the same year, Kopi Tuli were built as the first cafe in Indonesia to serve and empower deaf people. This study aim to discuss Kopi Tuli's marketing public relations strategy through it's Instagram-based program "Belajar Bahasa Isyarat" with P.E.N.C.I.L.S model discovered by Thomas L. Harris. This study adapted descriptive qualitative as research method and adapted interpretive paradigm. Data collection were done through observation, documentation, and interview. Data were analyzed with data reduction technique through curating results from observation, documentation, and interview. Results has shown that publications for program were carried by disseminating information through Instagram. Despite having the event continued to run each year with collaborating community, Kopi Tuli has not published any press release. In terms of community involvement, Kopi Tuli gained trust & credibility from other communities through their program. The program played a big role as main identity carrier in the terms of identity media. During the lobby & negotiations process, Kopi Tuli and collaborating community has reached for the same agreement and results. However, this program was not designed as their corporate social responsibility agenda.

Keywords : *Marketing Communication, Marketing Public Relations, P.E.N.C.I.L.S, Community Involvement, Kopi Tuli*