

ABSTRACT

The coffee shop business in Indonesia continues to increase in line with the increasing domestic consumption of coffee in Indonesia. Marlina Kopi took advantage of this booming business opportunity to build a coffee shop business. Marlina Kopi is a coffee shop that carries the theme "Coffee in Majalengka Nature", which has a different concept from other coffee shops, namely Majalengka Nature. Marlina Kopi also uses a variety of integrated marketing communication activities to attract public interest. This study discusses various integrated marketing communication activities carried out by Marlina Kopi as a natural 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 study is the IMC model belonging to Adji Watono and Maya Watono (2011: 34-35), which consists of discovery circles, intent circles, and strategy circles that formulate basic principles that are key factors for the success of marketing strategies. The results of this study can be concluded that Marlina Kopi has implemented several aspects of the IMC Dwi Sapta Model such as discovery circles, intent circles and strategy circles. However, in its implementation, it still has to analyze more deeply and have valid data.

Keyword: Integrated Marketing Communication Strategy, Marlina Kopi, Natural Coffee Shop, discovery circle, intent circle, strategy circle