

ABSTRACT

Plastic waste was one of the problems in Indonesia. To minimize the use of plastic, various campaigns are needed to convey positive messages. One of them has its uniqueness, namely Work Coffee Indonesia with the "Less Waste More Coffee" campaign. The purpose of this study was to find out and analyzed the marketing public relations strategy implemented by Work Coffee Indonesia through the "Less Waste More Coffee" campaign. This research uses a qualitative approach with a case study type. This research used the concept of a three-way strategy forward by Rosady Ruslan (2020). Data was obtained through interviews, observations, documentation, and literature studies. The results of this study indicated that Work Coffee Indonesia used the concept of a three-way strategy, namely a push strategy by encouraging consumer demand through campaigns by opening a Grand Opening (Zero Percent Festival), Coffee Blogger, and Pop Up Market; a pull strategy by attracting consumers' attention through All Day Promos, Discount Tumblers, rooms, product packaging, events ,and pass strategies through the CANGKOSAN #4 Bincang Kopi Santai event as a form of collaboration related to environmental sustainability and the Greeners.Co-news portal media.

Key Word: Marketing Public Relations, Work Coffee Indonesia, “Less Waste More Coffee” Campaign