

ABSTRACT

Kaikana Cafe and Kitchen is one of the coffee shops in the city of Bogor, West Java. This coffee shop carries a concept that offers a place that prioritizes comfort so that visitors can feel at home. This study was conducted using a qualitative approach with descriptive methods. qualitative research is a study that aims to produce descriptive data in the form of written words from objects that can be observed the approach is directed at the background and the individual holistically. Kaikana conducted a strategy with several indicators that were studied using the theory of Cangara (2013). Based on the data displayed, Kaikana through the process with various methods. As in the selection process and the use of communicators, kaikana employs human resources who are accustomed to being communicators in a content. The process of determining the target audience, kaikana through visitors who come to Kaikana Cafe and Kitchen and see the engagement recorded on Instagram social media. At the stage of preparing the message, Kaikana makes preparations based on the content that is planned to be published. The last stage, Kaikana conducted a selection of communication media by looking at which communication media is the most strategic for them to use as a communication medium. Based on this study, the researcher suggested that Kaikana can maximize other social media, currently digital communication media is very diverse, with iyu it would be better if Kaikana uses more communication media.

Keywords: *Communication Strategy, social Media, communicator*