

ABSTRACT

With the increasing development of the business world, the coffee shop phenomenon has become a business industry that has many competitors. With various techniques, storytelling becomes an approach to marketing. One of the business industries in the coffee shop sector that reaps the concept of storytelling is the Coffee Clinic. This can be used as communication marketing with the help of Instagram live social media which is a benchmark to help sales. The aim of this research is to identify how storytelling-based marketing communications are used by the Coffee Clinic in developing its business through Instagram live social media. This research was conducted using qualitative methods where information was collected through interviews, observation and documentation with selected informants. The results of this research explain the marketing communications carried out through storytelling techniques using Instagram live media by the Coffee Clinic which is linked to the theory used.

Keywords: Storytelling, Instagram live, Marketing Communications, Klinik Kopi