

ABSTRACT

The phenomenon occurring is the booming of coffee shops in Bandung City, therefore the competition among coffee shops is very tight. This research is titled "Analysis of Marketing Communication Strategy of Afecto Coffee Bandung Through Instagram Social Media @afecto.coffee". The purpose of this research is to find out the marketing communication strategy used by Afecto Coffee in marketing its products through Instagram social media. Instagram is a platform or website that allows users to communicate with each other, share posts and engage in social activities online, with various elements such as Posts, Stories, Captions, Feeds, likes, comments, shares in the form of photos or videos. The research method used in this research is a qualitative method with a descriptive approach, using data collection methods through interviews, observation and documentation. The theory used in this research is the theory of Marketing Communication Strategy according to Machfoedz, which is by exploring information related to the message strategy and media strategy used by Afecto Coffee Bandung. In this research, the researcher found that Afecto Coffee's marketing communication strategy on Instagram is not only effective in reaching the audience but also adaptive to the dynamics of social media. The informants in this study consisted of one key informant, two expert informants, and one supporting informant, observation, and documentation. Based on the research results, Afecto Coffee has effectively utilized Instagram social media in reaching the audience but is also adaptive to the dynamics of social media, which is important for the sustainability and growth of the business in the future.

Keywords: *Marketing Communications Strategy, Coffee Shop, Social Media, Instagram, Afecto Coffee.*