

ABSTRACT

The increasing development of micro, small and medium enterprises in the current era has led to increasing competition between business actors. This competition starts from price, place or location, menu provided, so that this becomes a coffee shop business cycle that can increase turnover or income of the business. Likewise, Janjian Coffee which has survived for more than 5 years until now has become interesting to study.

In this research, we will focus on analyzing digital marketing strategies, especially on Instagram social media, which has an impact on turnover and engagement to attract consumers to come and buy the products provided at the Janjian Coffee coffee shop, especially in the South Bekasi city branch. So it can increase business income and provide profits to the company.

In this study, researchers used qualitative methods and data taken through observation and interviews to determine the digital marketing strategy used in the coffee shop. Descriptive research is carried out with the aim of describing the phenomena that exist in the problem. Especially on the content on Janjian Coffee's Instagram social media that influences consumers.

This research was conducted at Janjian Coffee which is located at Jl. Pondok Timur Mas Block A / 4 RT 001 / RW 012, Jakasetika, South Bekasi. The research subjects consisted of the owner of Janjian Coffee, digital marketers, baristas and consumers at the location.

The results of this research found that Janjian Coffee has carried out promotions since the coffee shop first opened. The promotion focused on the use of social media Instagram. Janjian Coffee's digital marketing strategy apparently provides developments in turnover and engagement, which is in line with the GAP analysis which is the basis for the research that has been carried out.

Keywords: *Strategy, Digital Marketing, Instagram, Income, Engagement, Coffee Shop*