

# The Implementation of Integrated Marketing Communication (IMC) Strategy of Titik Mula Coffee and Eats Purbalingga to Achieve Brand Awareness

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## ABSTRACT

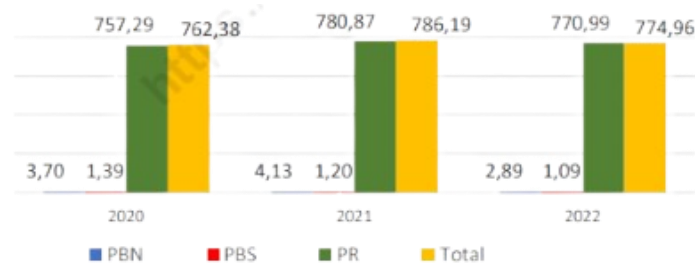
### Keywords

Brand Awareness  
Integrated Marketing  
Communication  
Titik Mula Coffee and Eats

Coffee is a potential business commodity in Indonesia that increases significantly and leads the nativity of Titik Mula Coffee and Eats in Purbalingga. This research explores the successful implementation of Integrated Marketing Communication (IMC) strategy by Titik Mula Coffee and Eats to enhance brand awareness. Using qualitative research methodology through a detailed examination of Titik Mula's marketing approach, including advertising, public relations, direct marketing, and social media, the study reveals how a cohesive and synchronized communication strategy can effectively engage target audiences and amplify brand visibility. Drawing insights from case studies and market analysis, the article elucidates the pivotal role of IMC in fostering brand recognition and consumer loyalty in the competitive coffee and dining industry in Purbalingga city. The findings underscore the significance of strategic integration across various communication channels in maximizing the impact of marketing efforts and positioning Titik Mula Coffee and Eats as a prominent player in the market.

## 1. Introduction

Coffee has been a potential business commodity in Indonesia and it made Indonesia as the fourth biggest coffee producer in the world in 2020 (Adithia, & Jaya, 2021). Indonesia Central Bureau of Statistics or Badan Pusat Statistik Indonesia/BPS (2023) stated that Indonesia has five regions as the highest coffee producers, those are North Sumatera, West Sumatera, Jambi, South Sumatera, and Riau. The number of coffee production is fluctuating between 2020 until 2022. According to BPS, coffee production number increased to 3,12% in 2021.



**Figure 1.** Data of Coffee Production in 2020-2022  
Sources: BPS Indonesia, Statistik Kopi Indonesia 2022, Vol. 7 2023

Meanwhile, coffee consumption in Indonesia increased in 2020 from 258.000 to 294.000 tons or 13,9% (Mazwar, & Kuleh, 2023). As known, drinking coffee in Indonesia has been a trend for a long time. The high demand of coffee consumption is reflected in the massive existence of coffee shops in Indonesia. Indonesian coffee commodity contributed USD 842.500.000 with volume 380.200 kg export value in 2021 (Savira, et.al., 2023).

Indonesians consume coffee which contains caffeine to increase daily productivity and health. Due to high coffee consumption, it leads to the development of coffee shop existence in the town. Nowadays, coffee shops transform to be a new phenomena in millennial and gen Z lifestyle (Suryani, & Kristiyani, 2021).

Coffee shops also grow in Purbalingga, a small city in Central Java. In 2022, Purbalingga's economic growth increases from 3,19% in 2021 to 5,41% (purbalinggakab.go.id, Mar 27, 2023). But, with that growth, Purbalingga is still in the five most poor regions in Central Java (BPS, 2023). This condition was a contradiction with the establishment of new business in low income area. With this problem, Titik Mula Coffee and Eats dares to open new market and new culture in Purbalingga.

Titik Mula Coffee and Eats is one of promising coffee shops that serves various food and drink products. Titik Mula Coffee and Eats started its business in early 2022 as part of PT. Samasta Boga Indonesia (SBI) group. Since its establishment, Titik Mula Coffee and Eats has gained Purbalingga people's attention.

To gain those attention, Integrated Marketing Communication (IMC) strategy can be implemented as a tool. Rinjani and Dellyana (2017) define that IMC is an integrated process in influencing customers to learn the company value, products, and purposes or benefits linked the company to the people, places, events, experiences, feelings, and others.

Integrated Marketing Communication (IMC) is focused on creating, building, and maintaining long term brand relationships between brand, costumer, and other stakeholders through marketing communication elements that will result in sales and profits for the company. IMC is a planning concept to add company value and evaluate communication discipline (Pratiwi, 2018).

Integrated Marketing Communication (IMC) has four pillars and five promotion mix to create successful business. The pillars are stakeholders, contents, channels, and results. While the promotion mix are advertising, public relations, personal selling, sales promotion, direct and digital marketing. In the implementation of IMC, companies should understand, apply, and control all marketing communication mix elements to communicate effectively (Migunani, 2022).

Santoso (2018) explained that Integrated Marketing Communication has an integration concept involving in a combination of online and offline media, or broadcast media (one way communication) and social media (two way communication). Chaffey and Smith (2017) said social media is the new power of marketing in the world. 90% organizations, 86% B2B, and 91% B2C marketers market with content marketing in social media. Social media proved to be a powerful tool and successful in better brand image, sales, and customer satisfaction when implemented with content marketing correctly.

Before implementing the IMC, Rinjani and Dellyana (2017) recommended the company to examine the company's internal Strengths, Weakness, Opportunity, and Threats (SWOT). SWOT is a company's strategic planning in assessing company's experts such as senior leader, board member, employees, and others (Gibis, et.al., 2001). SWOT analysis aims to identify factors based on a company's internal and external relationships to formulate a company's strategy (Rangkuti, 2006).

Luxton et.al. (2017) argued that IMC as a market deployment mechanism could enable optimization and achieve effective communication. IMC proved an effective marketing strategy to increase brand appeal, brand equity, and brand performance (Rehman, et.al, 2022). Previous studies about the implementation of IMC in coffee shop such as research conducted by Sari, Romadhan, and Pratiwi (2022) in "Strategi Integrated Marketing Communication dalam Membangun Brand Awareness Melalui Akun Instagram pada Cafe Sisa Rasa di Surabaya" founded that advertising, direct marketing, personal selling, sales promotion, internet marketing, and public relations were implemented to build brand awareness.

Brand Awareness according to Rowles (2018) was a scope of target market knowledge about the company's brand. Brand awareness is also defined as representation of a brand in the customer's mind

until it can be a key or determinant in brand quality. Brand awareness escalation is the way to expand, influence perception, and change the target market behavior. It is balanced with cause and effect when the brand awareness is low, then the brand equity decreases. While when the brand awareness is high, then the brand equity value increases. The levels of brand awareness is top of mind, brand recall, brand recognition, and unaware of brand (Puspita, & Wahid, 2017).

Brand awareness is included in one of brand equity categories that can be built by creating special experiences for customers. Customer experience can be developed by Michael Ray model consists of learn, do, and feel (Pratiwi, 2017). Those three steps can be applied in digital media such as blogs, websites, Instagram, YouTube, or Facebook. Nowadays, Instagram is one of social media platforms that has 91,71 million users in Indonesia with the age range between 18-24 years old. Instagram is an interactive media to provide content to audiences based on audio and visual technology. Instagram evolved to be a very promising business platform in Indonesia (Aryani, & Murtiyatri, 2022).

As many coffee shops were already implemented Integrated Marketing Communication in online and offline media to build brand awareness, Titik Mula Coffee and Eats also follows this way. So, this research aims to find and understand the implementation of integrated marketing communication strategy of Titik Mula Coffee and Eats to achieve brand awareness.

## 2. Method

Qualitative research methodology is applied in this paper to approach, describe, and understand the meaning and interpretation of the phenomena. Research data is collected from interviews with Titik Mula Coffee and Eats manager and 20 consumers as primer data, and the secondary sources are from internet, documentation, images, and observation (Anggito, & Setiawan, 2018). The paper is analyzed by Miles and Huberman (2014) data triangulation, those are data reduction, data presentation, and conclusion drawing.

## 3. Result and Discussion

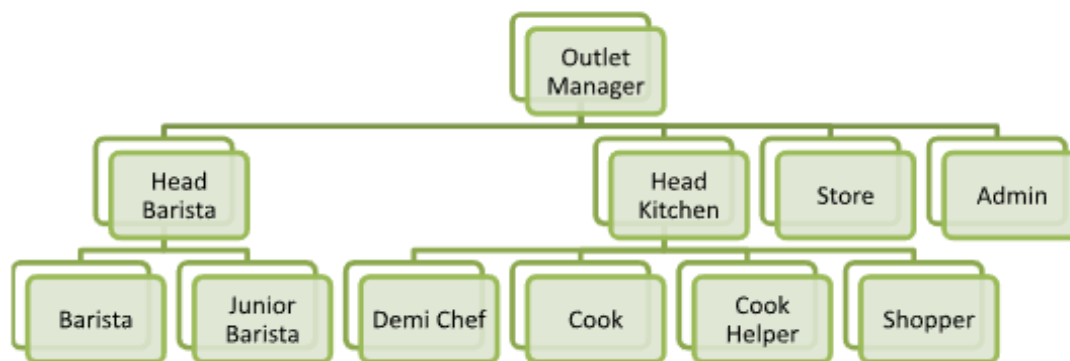
The aspects studied in creating brand awareness through Integrated Marketing Communication (IMC) are advertising, sales promotion, public relation, direct and interactive marketing, online and social media marketing, events and experiences, word-of-mouth selling, and personal selling (Keller & Kotler, 2012). The approach in collecting research data through qualitative descriptive methods with the object is Titik Mula Coffee and Eats located in Dipokusumo Street, 28 Purbalingga Regency, Central Java. It was established in 2022 as a part of PT. Samasta Boga Indonesia (SBI) Group. As June 16th, 2024, Titik Mula Coffee and Eats with username @titikmula.coffee already has 12,2 thousands followers and 182 posts in Instagram.

### 3.1. Presenting the Results

**Titik Mula Coffee and Eats Brand Identity.** Titik Mula Coffee and Eats is a part of PT. Samasta Boga Indonesia (SBI) which holds other brands such as Kalih Coffee, The Soeds Coffee, Kala Rasa Resto, Boss and Bros Burger, and Meat Boss SteakHouse. SBI was established in 2018 based in Purwokerto, Central Java. SBI founded by five directors, Mr. Fandi, Mr. Deny Abu Parsa, Mr. Deny Abu Fatih, Mr. Ridho, and Mr. Teddy. Until now, SBI's food and beverage brands spread in 3 cities, Purwokerto, Purbalingga, and Tegal.

SBI's Business to Consumer (B2C) model is based on Islamic business model (syari'ah). With this regulation, all business and investment processes use Islamic rules. Interesting yet rare for the food and beverage business, SBI forbids its brands to play music and entertainment contents, even though no entertainment events were held. But surprisingly, the business has been going well for six years. SBI's brands are all affiliated with each other in Instagram and don't have an official website.

Titik Mula Coffee and Eats products are a combination of local and some international cuisines. Titik Mula Coffee and Eats provides various menu items like coffee, artisan tea, smoothies, ramen, bakmi, fried rice, pizza, and others. This menu creation was carefully developed by the SBI Research and Development (R&D) team. Dependent with SBI's group, Titik Mula Coffee and Eats has managerial structure in the following:



**Figure 2.** Titik Mula Coffee and Eats Managerial Structure

Source: Author, 2024

Titik Mula means “Start Point”. Titik Mula was aimed for everyone and itself to start a new journey. Together with Titik Mula, creates a new culture for everyone so they can improve their life and supports Purbalingga’s economic development and human resources.

**Titik Mula Coffee and Eats SWOT Analysis.** Before the implementation of IMC, the company should analyze its internal strengths, weakness, oportunity, and threats to understand its power to attract the target market. And, the following is the SWOT analysis of Titik Mula Coffee and Eats Purbalingga:

**Strengths:** based on the observation, Titik Mula Coffee and Eats has a beautiful, aesthetic, and unique environment; spacious and clean place. Not only that, the employees are very friendly and give the best serving of various tasty food and drinks. Other Titik Mula Coffee and Eats’ strengths are facilities of outdoor and indoor space, prayer room, toilet, family, formal, and young people friendly space.

**Weakness:** based on observation, Titik Mula Coffee and Eats outdoor space doesn't have a canopy so often caught in the rain; Titik Mula Coffee and Eats doesn't have spacious parking lot for cars, and nothing for music or entertainment events.

**Opportunities:** Titik Mula Coffee and Eats can be the best and inspired food and beverages business based on islamic business system (syari’ah) in Purbalingga impacting a positive new culture. Targeting the middle class society of Purbalingga as a market, Titik Mula Coffee and Eats braves to open a new culture and new market. According to an interview with Mr. Gilang Rakeli, Titik Mula Coffee and Eats Outlet Manager, said that it was big challenge to make a new market in Purbalingga. Most food and beverage businesses in Purbalingga ended up in bankruptcy due to lack of consumption in F&B products. But surprisingly, Titik Mula Coffee and Eats has survived until now.

**Threats:** based on interview with Mr. Gilang Rakeli, Titik Mula Coffee and Eats often face an unpredictable customer behavior in a week. Weekdays or weekends can be sometimes crowded, and sometimes quiet. So, they need to prepare to face the sudden condition if consumers come in big wave someday.

**Titik Mula Coffee and Eats IMC Strategy.** Titik Mula Coffee and Eats implemented five of eight marketing models in their strategy. Those are advertisement, personal selling, events and experiences, public relations and publicity, online and social media marketing. Titik Mula Coffee and Eats integrated online and offline media to communicate and introduce its brand to the target audience.

Titik Mula Coffee and Eats uses Instagram account as the main marketing communication channel. Titik Mula Coffee and Eats instagram username is @titikmula.coffee with 182 posts and 12,2 thousands followers since December 25, 2021 until June 16, 2024. This instagram account has been opened before Titik Mula Coffee and Eats official opening on January 13, 2022. This account is managed and integrated with other brand’s social media of SBI Group.

Titik Mula Coffee and Eats is considered popular among people in Purbalingga with unique, aesthetic, and fresh ambience. It can be seen by comparing two similar coffee shops, Bangjo Space and Kitchen with 4.471 instagram followers and Satu Kata Cafe with 4.204 followers. Located in the middle of the city at Dipokusumo Street No. 28 Purbalingga, Titik Mula Coffee and Eats building has a shade of Balinese cafe interior with a tree as the main decoration. With this, Titik Mula Coffee and Eats has uncounted tagged posts in instagram which showed that many customers went there.



**Figure 3.** Titik Mula Coffee and Eats Instagram Profile

Source: <https://www.instagram.com/titikmula.coffee/>

**Titik Mula Coffee and Eats Brand Awareness.** Brand awareness has four levels, those are top of mind, brand recall, brand recognition, and unaware of brand. Before the market reach one of this brand awareness level, the company need to create a three steps (learn, do, and feel) to target market in order to stimulate the target market psychology towards the brand. Titik Mula Coffee and Eats implemented those three steps by introducing the brand to costumer by online and offline practices, serving the costumer the best serving and attitude, and maintaining the best serving quality, products, attitude, and other aspects in order to keep costumer loyalty. Brand awareness levels are: (1) Top of mind: a brand is already attached in the customer's mind and the customer can directly remember it when talking about a particular product. (2) Brand Recall: customers can remember a brand which is influenced by how far customers are involved with the company's brand and values. (3) Brand Recognition: customers start to know and identify a brand. (3) Unaware of Brand: customers uncommon, don't know, and don't aware, about a brand. According to the interview with 20 respondents, Titik Mula Coffee and Eatery has already reached brand recognition with 13 respondents visited twice or more; 2 consumers already visited once; 3 consumers know Titik Mula Coffee and Eats but have not visited yet; and 2 consumers don't know about Titik Mula Coffee and Eats. It shows that Titik Mula Coffee and Eats can be considered as their place to go in Purbalingga with various agendas.

### 3.2. Discussion

The Implementation of Titik Mula Coffee and Eats Integrated Marketing Communication Strategy to Achieve Brand Awareness. Recently, IMC has been implemented in social media as the main communication channel to engage with customers as social media allows interactive and two-way communication between company and customers. IMC and social media (SM) relationship is in the integration of traditional and modern marketing activities. With this, SM reshaped the communication and relationship between company to customers, customers to customer, and customers to company. Thus, it can result in integration of the concept of promotion mix, psychology, customer behavior, business management, and marketing practices (Rehman, et.al., 2022). Titik Mula Coffee and Eats implemented integrated marketing communication through eight model of marketing communication mix, those are:

**Advertising.** Advertising is a kind of promotion form, either paid or unpaid advertisement including sponsorship (Rahma, 2023). Advertisement has main goals to promote products, building brand image, and creating brand awareness. Advertisement contents practically a personalized message to attract audiences and inform them about product details (Migunani, 2022). Titik Mula Coffee and Eats did collaboration with local instagram influencers when Titik Mula Coffee and Eats first opened for social media advertisement. The influencers made promotional content on instagram to boost information about Titik Mula Coffee and Eats. Beside that, in their first opening, Titik Mula Coffee and Eats introduced itself to the public directly. By integrating two ways, Titik Mula Coffee and Eats wants to make people know their brand massively.

**Sales Promotion.** Sales promotion is promotion that needs someone called sales to give coupon, sample, or premium features (Rahma, 2023). Sales promotion can be added in the advertisement content to increase sales. People tend to buy something after they tested it first as the sales promotion effect (Migunani, 2022). Sales promotion in Titik Mula Coffee and Eats were giving 101 free Mula Ice Cream for 3 days in October 10-12, 2023, 10% discount for reservation during Ramadan, and 30% soft opening promo from January 13-20, 2022. Sales promotion free 101 ice cream got positive response from audiences on instagram. Account @itss.nopitaaa commented “sabiii kali” which showed that she is interested in the promo. Another account @ancalaanindya also tagged her friends to come together to Titik Mula Coffee and Eats.

**Events and Experience.** Events and experiences emphasize company events with the purpose to create interaction between brand and customers (Rahma, 2023). Events and Experience can attract audiences because it pursues other people to try it too. In an event, people can talk to each other and discuss a topic they are interested in and build connections (Azzahra, & Nugrahani, 2023). Events and experience was held for only SBI’s internal stakeholders or employees through gathering to enhance bonding and work performance between company and employee. Beside that, a cupping event was held for developing great coffee quality for SBI’s brand baristas. And for a public event, Titik Mula Coffee and Eats haven’t planned it yet.

**Public Relations and Publicity.** Cutlip, Center and Broom define public relations as a management function to build and maintain a positive relationship between company and public that can give good impact to them (Azzahra, & Nugrahani, 2023). PR program and publicity is focused on the audience or company internal stakeholder to promote or maintain the company’s positive image (Rahma, 2023). PR activities of Titik Mula Coffee and Eats were the employees talked and shared with customers casually about their experience and feedback in Titik Mula Coffee and Eats. Titik Mula Coffee and Eats also gave gifts to government institutions in the neighborhood as PR and Publicity to introduce and hopefully engage them as a new target market. Beside that, Titik Mula Coffee and Eats provide WhatsApp numbers as customer service to answer all customers or target customers’ questions.

**Online and Social Media Marketing.** Social media marketing in the digital world facilitates advertisement contents to be distributed massively with affordable price and easy to be accessed by everyone. With social media advertisement features, companies can choose the distribution advertisement to specific audiences (personalized) depending on their background (Putri, Octavia, & Romadhan, 2022). Online program is a direct or indirect program that uses the internet with audience involvement to increase brand awareness, company image, or hard selling (Rahma, 2023). According to the interviews with Titik Mula Coffee and Eats Outlet Manager, Mr. Gilang Rakeli said that online social media marketing and content production is managed by SBI’s marketing team. SBI’s marketing team manages all of SBI’s social media brands, including Titik Mula Coffee and Eats instagram account. SBI’s marketing team has a creative director, copywriter, photographer, videographer, social media manager, and content planner.

**Mobile Marketing Promotion, Direct and Database Marketing, and Personal Selling.** Mobile marketing promotion uses the internet to do marketing activities through mobile phone, smart phone, or tablet. This promotion activity uses telephone, mail, fax, email, or internet to communicate with customers directly or indirectly to ask feedback or engage through dialog. Personal selling is a face to face interaction with one or more target customers to present products to customers, answer customer’s questions, and get orders from customers. But, Titik Mula Coffee and Eats did not apply mobile marketing promotion, direct & database marketing, and personal selling.

Except for the five promotion models above, Titik Mula Coffee and Eats really care about employees' clean and neat appearance, greetings or attitude in serving customers, and keep the facilities clean and comfortable for customers. Mr. Gilang Rakeli said, it was a part to promote and build brand awareness. Titik Mula Coffee and Eats as a brand that has a best attitude in serving food and drinks to consumers. So, people will feel comfortable seeing the goodlooking.

Brand awareness is included in one of brand equity categories that can be built by creating special experiences for customers. Customer experience can be developed by Michael Ray model (Pratiwi, 2017). Titik Mula Coffee and Eats builds brand awareness through creating special experience for customer in three steps. This aims to make customer or target customer experience the best in Titik Mula Coffee and Eats not only for brand awareness, but also customer loyalty. Those are: (1) **Learn:** according to the interview with Mr. Gilang Rakeli, in the first step, Titik Mula Coffee and Eats starts introducing the brand to customers by social media instagram and offline promotion. "When Titik Mula Coffee and Eats first appeared, we introduced it through the advertisements in social media instagram, 30% discount promotion in soft opening, and invited local influencers to maximize advertisements" said him. (2) **Do:** the second step, customers are attracted after seeing brand introduction and advertisements so they come to Titik Mula Coffee and Eats. "At that time, we were glad that many customers came and we served them," he continued. (3) **Feel:** last step, Titik Mula Coffee and Eats gives special experience to customers by maintaining the good quality in products, servings, and environment. "Titik Mula keeps the taste of F&B products tasty and serves with best performance from Titik Mula employees. So, people can come back and feel satisfied with us" closed him.

Titik Mula Coffee and Eats also emphasizes the implementation of Instagram as social media marketing to build brand awareness. As we know, instagram is one of social media marketing channels that has millions of users in the world. Instagram is a platform that is expected to be a relevant promotional tool in accordance with target market and segmentation (Yanuar, et.al., 2021). Instagram's characteristic is based on creative and attractive audio and visual contents. Instagram has ability to engage people with features such as "comment", "like", "share", #hashtags, and subscribes. Instagram allows people to follow each other and is called "follower". "Comment", "like", and "share" are available under the posts or contents uploaded. Those buttons create interaction between users (someone or company) and their followers or others to agree, disagree, or give other suggestions (Scissons et al., 2015).

Interaction or social networking that happens in Instagram can grow to be a social capital. Social capital is defined as accumulated resources in people's relationships through social interaction. Social capital is linked to strong bonds between individuals or groups with different backgrounds and share their identity (Agam, 2017). It means that Instagram can stimulate people's behaviour towards a brand (Titik Mula Coffee and Eats). It means that Instagram posts can drive people to have desire to experience as the other people do. In this case, the more people tagged or posted picture of Titik Mula Coffee and Eats in Instagram, the more other people want to do the same. And it's called promotion and engaging new target market.

To understand deeper this research, based on the interview with Ms. D, a regular consumer, said that Titik Mula Coffee and Eats is her favorite coffee shop in Purbalingga. She said that Titik Mula Coffee and Eats ambience was comfortable to do her work. Another consumer, a family, said that Titik Mula Coffee and Eats provided them with a large space for family gathering. Ms. B, a government officer also said that Titik Mula Coffee and Eats can be a good place for meeting.

According to 20 interviews, Word of Mouth (WoM) was the best way for consumers or respondents to know the brand. Ms. F, said that she heard Titik Mula Coffee and Eats from her friend. And Ms. N, saw Titik Mula Coffee and Eats from her friend's instagram. This result shows that IMC combination between online and offline marketing can create brand awareness in the mind of the target market by implementing the creation of special experiences steps to influence target market psychology and behaviour.



**Figure 4.** Titik Mula Coffee and Eats Instagram Tagged Post

Sources: <https://www.instagram.com/titikmula.coffee/>

#### 4. Conclusion

In conclusion, the implementation of an Integrated Marketing Communication (IMC) strategy at Titik Mula Coffee and Eats Purbalingga has proven to be a pivotal factor in enhancing brand awareness. By effectively integrating various communication channels—ranging from social media marketing and public relations to direct marketing and customer engagement initiatives—the café has successfully created a cohesive and compelling brand narrative. This approach not only strengthens the brand's presence in the local market but also fosters a deeper connection with its target audience.

The strategic use of IMC has enabled Titik Mula to differentiate itself in a competitive landscape, ensuring consistent messaging that resonates with consumers. As a result, the café has seen significant improvements in brand recognition and customer loyalty. The study underscores the importance of a well-coordinated IMC strategy in building and maintaining brand awareness.

According to the interview results, it shows that most people in Purbalingga city already know Titik Mula Coffee and Eats. Special experience combined with company SWOT analysis were a powerful tool to spread Titik Mula Coffee and Eats brand through Word of Mouth (WoM).

Moving forward, Titik Mula Coffee and Eats Purbalingga should continue to refine and adapt its IMC strategy in response to market dynamics and consumer feedback, ensuring sustained brand visibility and growth. The success of this initiative highlights the critical role of integrated marketing communications in achieving long-term brand success.

#### 5. Acknowledgement

I express my gratitude to Titik Mula Coffee and Eats outlet manager Mr. Gilang Rakeli, employees, and consumers for accepting me as the researcher of their company. Thank you to the Communication Department of Ahmad Dahlan University. Thank you unconditionally to Ayah and Mama for supporting me in all conditions. Lastly, thanks to myself for not giving up and always moving forward.

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