

STRATEGI MARKETING PUBLIC RELATIONS DUA COFFEE DALAM MEMPERTAHANKAN EKSISTENSI DI TENGAH MARAKNYA KEDAI KOPI DI JAKARTA

ABSTRAK

Pertumbuhan gerai-gerai kopi modern ini melonjak tinggi dan menjamur di berbagai daerah khususnya di Jakarta. Pertumbuhan gerai-gerai kopi modern ini melonjak tinggi dan menjamur di berbagai daerah khususnya di Jakarta. Jumlah kedai kopi rata-rata naik tiga kali lipat dalam tiga tahun terakhir, Kini jumlah kedai kopi mencapai 3.000 sampai 8.000 outlet di Indonesia. Persaingan ketat dalam industri kedai kopi disaat ini membuat Marketing PR Dua Coffee diharuskan dapat mempertahankan eksistensinya agar tetap ramai dikunjungi oleh pelanggan dan dapat terus berkembang seiring dengan berjalannya waktu.

Penelitian ini bertujuan untuk mengetahui strategi marketing PR Dua Coffee dalam mempertahankan eksistensi di tengah maraknya kedai kopi di Jakarta. Metode penelitian yang digunakan oleh peneliti adalah metode penelitian deskriptif kualitatif. Terdapat lima informan dalam penelitian ini berdasarkan kriteria yang telah ditentukan oleh peneliti. Penelitian ini menggunakan Teori Whalen's 7 Step Strategic Planning Proccess. Penelitian ini menggunakan Teknik pengumpulan data dengan melakukan wawancara kepada Marketing Public Relation Dua Coffee, Manajer Operasional Dua Coffee, Staff Dua Coffee dan dua pelanggan setia Dua Coffee.

Hasil dari penelitian ini menunjukkan bahwa Strategi MPR Dua Coffee menerapkan strategi *Pull, Push and Pass* menggunakan analisis 7 Step Strategic Planning Proccess dengan melakukan pemanfaatan media sosial dalam memberikan informasi mengenai promosi, pengenalan brand, *partnership* dan penyampaian pesan persuasif. Peletakan tempat yang strategis, *hospitality* yang ramah, nuansa rumahan dan variasi menu unik yang disediakan. Menciptakan Citra baik kepada khalayak juga dengan melakukan berbagai kontribusi kepada masyarakat dalam pengembangan industri kopi maupun bencana yang sedang dialami khalayak. Hal tersebut dilakukan guna mempertahankan Eksistensi Dua Coffee di tengah maraknya Kedai Kopi di Jakarta.

Kata Kunci : Strategi Marketing Public Relations, Eksistensi, Kedai Kopi.

DUA COFFEE'S MARKETING PUBLIC RELATIONS STRATEGY IN MAINTAINING ITS EXISTENCE IN THE MIDST OF THE RISE OF COFFEE SHOPS IN JAKARTA

ABSTRACT

The growth of modern coffee outlets is soaring and mushrooming in various regions, especially in Jakarta. The growth of modern coffee outlets has skyrocketed and mushroomed in various regions, especially in Jakarta. The number of coffee shops has tripled on average in the last three years, now reaching 3,000 to 8,000 outlets in Indonesia. Tight competition in the coffee shop industry at this time makes Marketing PR Dua Coffee required to be able to maintain its existence so that it remains crowded with customers and can continue to grow over time.

This study aims to determine the PR Dua Coffee marketing strategy in maintaining its existence in the midst of the rise of coffee shops in Jakarta. The research method used by researchers is descriptive qualitative research method. There are five informants in this research based on the criteria determined by the researcher. This research uses Whalen's 7 Step Strategic Planning Process Theory. This research uses data collection techniques by conducting interviews with Dua Coffee Marketing Public Relations, Dua Coffee Operations Manager, Dua Coffee Staff and two loyal Dua Coffee customers.

The results of this study indicate that Dua Coffee's MPR Strategy applies the Pull, Push and Pass strategy using the 7 Step Strategic Planning Process analysis by utilizing social media in providing information about promotions, brand recognition, partnerships and delivering persuasive messages. Strategic placement, friendly hospitality, homey feel and unique menu variations provided. Creating a good image to the audience is also by making various contributions to the community in the development of the coffee industry and disasters that are being experienced by the audience. This is done in order to maintain the existence of Dua Coffee in the midst of the rise of coffee shops in Jakarta.

Keywords : Marketing Public Relation Strategy, Existence, Coffee Shops.