

**IMPLEMENTASI STRATEGI *INTEGRATED MARKETING
COMMUNICATION* KEDAI KOPI DI KALANGAN MILENIAL**

(Studi Kasus pada *Caribou Coffee*)

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Abstrak

Penelitian ini membahas tentang Strategi *Integrated Marketing Communication* pada bisnis kedai kopi di kalangan milenial melalui studi kasus *Caribou Coffee*. Tujuannya penelitian ini untuk mengetahui bentuk implementasi yang efektif selama di laksanakan oleh *Caribou Coffee* serta menganalisa proses kegiatan IMC oleh *Caribou Coffee* dengan target konsumen kalangan milenial. Metode penelitian yang di gunakan adalah metode kualitatif menggunakan teknik pengumpulan data yang di gunakan seperti observasi ke kedai *Caribou Coffee* yang berada di Jakarta serta wawancara mendalam dan langsung dengan *Head of Marketing Caribou Coffee*, *Staff Pelayanan* dan beberapa konsumen milenial yang berkunjung. Penelitian ditemukan bahwa *Caribou Coffee* menggunakan seluruh elemen kegiatan IMC seperti Hubungan Masyarakat, Iklan, *Personal Selling*, *Seles Promotion*, *Direct Marketing*, *Online Marketing*. Kegiatan implementasi marketing komunikasi di *Caribou Coffee* di laksanakan dengan biaya yang cukup minim, karena pelaksanaan lebih banyak menggunakan sarana digital yang tidak perlu mengeluarkan modal promosi apa lagi di era yang serba online untuk membidik kalangan milenial, namun penyebaran kegiatan marketing ini belum menyeluruh ke semua kalangan milenial secara luas karena pihak *Caribou* sendiri hanya menargetkan konsumen tetap yang berada di sekitar *store Caribou Coffee*.

Kata Kunci: Implementasi, Strategi, *Intergrated Marketing Communication*, Kedai Kopi, *Caribou Coffee*, Kalangan Milenial.

**IMPLEMENTATION OF INTEGRATED MARKETING
COMMUNICATION STRATEGIES IN COFFEE SHOP IN MILENNIAL
(Case Study on Indonesian Caribou Coffee)**

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Abstract

This study discusses the Integrated Marketing Communication Strategy in the coffee shop business among millennials through the Caribou Coffee case study. The purpose of this research is to find out the effective implementation of Caribou Coffee and analyze the process of IMC activities by Caribou Coffee with the target of millennial consumers. The research method used is a qualitative method using data collection techniques used such as observation of the Caribou Coffee shop in Jakarta as well as in-depth interviews and directly with the Caribou Coffee Head of Marketing, Staff Services and some millennial consumers who visit. Research found that Caribou Coffee uses all elements of IMC activities such as Public Relations, Advertising, Personal Selling, Seles Promotion, Direct Marketing, Online Marketing. The communication marketing implementation activities at Caribou Coffee were carried out at a minimal cost, because the implementation of more digital means was used in the online era to target millennials, but the distribution of marketing activities was not comprehensive to all millennial circles because Caribou itself was only target consumers still.

Keywords: *Implementation, Strategy, Integrated Marketing Communication, Coffee Shop, Caribou Coffee, Millennials.*