

STRATEGI KOMUNIKASI PEMASARAN KEFI STUDIO DALAM MEMBANGUN *BRAND AWARENESS*

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ABSTRAK

Industri kreatif mengalami perkembangan pesat, termasuk di dalamnya bisnis *self photo studio* yang semakin diminati oleh masyarakat urban. Kebutuhan akan layanan fotografi estetik dan instan menjadi peluang sekaligus tantangan bagi pelaku usaha baru, seperti Kefi Studio, untuk membangun *brand awareness* di tengah kompetisi pasar yang ketat. Penelitian ini bertujuan untuk mengidentifikasi strategi komunikasi pemasaran Kefi Studio melalui media sosial yang terintegrasi dalam kerangka *Integrated Marketing Communication* (IMC) untuk membangun *brand awareness*. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa Kefi Studio telah menerapkan strategi komunikasi pemasaran terintegrasi (*Integrated Marketing Communication*) secara konsisten melalui berbagai saluran. Kefi Studio menerapkan strategi IMC secara terintegrasi melalui iklan berbayar di Instagram dan TikTok, program diskon dan *loyalty card* serta partisipasi dalam *event* lewat layanan Kefibooth dan Kefibox. Mereka juga mendorong *word of mouth* melalui testimoni pelanggan dan kolaborasi dengan KOL, melakukan pemasaran langsung lewat voucher dan kartu nama serta mengelola hubungan masyarakat melalui visual emosional dan respons cepat terhadap masukan pelanggan. Namun demikian, merek ini belum menjadi pilihan utama yang langsung terlintas dalam benak konsumen ketika memikirkan layanan *self photo studio*. Oleh karena itu, Kefi Studio belum dapat dikategorikan telah mencapai tingkat *top of mind* dalam piramida *brand awareness*. Strategi komunikasi yang terarah dan berkelanjutan tetap diperlukan untuk memperkuat posisi merek.

Kata Kunci: *Brand Awareness*, IMC, *Self Photo Studio*, Strategi Komunikasi Pemasaran.

MARKETING COMMUNICATION STRATEGY OF KEFI STUDIO IN BUILDING BRAND AWARENESS

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ABSTRACT

The creative industry is experiencing rapid growth, including the rising popularity of self-photo studios among urban communities. The demand for aesthetic and instant photography services presents both opportunities and challenges for new businesses like Kefi Studio to build brand awareness in a highly competitive market. This study aims to identify Kefi Studio's marketing communication strategy through social media, integrated within the framework of Integrated Marketing Communication (IMC), to build brand awareness. This research uses a descriptive qualitative approach with data collection techniques including in-depth interviews, observation, and documentation. The findings show that Kefi Studio has consistently implemented integrated marketing communication strategies across multiple channels. These include paid advertisements on Instagram and TikTok, discount programs and loyalty cards, participation in events through services like Kefibooth and Kefibox, word-of-mouth promotion via customer testimonials and KOL collaborations, direct marketing using vouchers and business cards, as well as public relations efforts through emotional visuals and responsive customer feedback. However, the brand has yet to become the top-of-mind choice for consumers when considering self-photo studio services. Therefore, a more focused and continuous communication strategy is still needed to strengthen the brand's position in the market.

Keywords: Brand Awareness, IMC, Marketing Communication Strategy, Self Photo Studio.