

ABSTRAK

Pandemi mengakibatkan banyaknya usaha kafe kopi di Yogyakarta mengalami imbas dari menyebarnya Virus Corona. Salah satunya adalah Kafe Maraville Coffee And Roastery beberapa bulan tutup karena sepi pengunjung akibat covid dan pemerintah melarang untuk berkumpul. Tujuan dari penelitian ini adalah Untuk menjelaskan dan mendiskripsikan komunikasi pemasaran dalam meningkatkan konsumen Kafe Maraville *Coffee And Roastery* era normal baru dan faktor penunjang dan penghambat dari komunikasi pemasaran dalam meningkatkan konsumen Kafe Maraville *Coffee And Roastery* era normal baru. Metode penelitian yaitu Jenis penelitian kualitatif, Teknik pengumpulan data menggunakan Wawancara Mendalam, Observasi, Dokumentasi. Teknik Analisis Data menggunakan penelitian kualitatif dengan Miles and Huberman. Hasil penelitian menunjukkan bahwa komunikasi pemasaran new normal yang ada di Kafe Maraville *Coffee And Roastery* yaitu menggunakan instagram. Bauran komunikasi pemasaran meliputi Iklan, promosi penjualan, hubungan masyarakat, pemasaran dari mulut ke mulut, dan penjualan personal. Promosi Penjualan dengan memberikan diskon atau potongan harga, yaitu menawarkan harga lebih murah dalam bentuk menu paket. Pemasaran langsung menggunakan *groub whatsapp*. Hubungan Masyarakat memberikan pelayanan yang baik dan juga ramah kepada pengunjung yang datang atau kepada konsumen, serta selalu mengutamakan kepuasan dari konsumen.

Kata Kunci: Komunikasi Pemasaran, New Normal

ABSTRACT

The pandemic has resulted in many coffee cafe businesses in Yogyakarta experiencing the impact of the spread of the Corona Virus. One of them is the Maraville Coffee And Roastery Café closed for several months due to the lack of visitors due to Covid and the government prohibiting gatherings. The purpose of this study is to explain and describe marketing communication in increasing the consumers of the new normal era of Maraville Coffee And Roastery Cafés and the supporting and inhibiting factors of marketing communication in increasing the consumers of the new normal era of Maraville Coffee And Roastery Cafés. The research method is a type of qualitative research, data collection techniques using in-depth interviews, observation, documentation. Data analysis techniques used qualitative research with Miles and Huberman. The results showed that the new normal marketing communication in the Maraville Coffee And Roastery cafe was using Instagram. The marketing communication mix includes Advertising, Sales Promotion, Public Relations, Word of Mouth Marketing, and Personal Selling. Sales Promotion by giving discounts or discounts, which is offering cheaper prices in the form of package menus. Direct Marketing using grub whats up. Public Relations provides good service and is also friendly to visitors who come or to consumers, and always prioritizes customer satisfaction. Personal Selling, namely the Maraville Coffee And Roastery Café, is included in the form of person-to-person communication, where in the process of implementing the Maraville Coffee And Roastery Café through its employees as salespeople.

Keywords: Marketing Communication, New Normal

