

ABSTRAK

Fenomena maraknya bisnis *coffee shop* di Yogyakarta telah menciptakan persaingan yang sangat kompetitif, di mana setiap brand dituntut untuk memiliki strategi komunikasi pemasaran yang tepat dalam membangun loyalitas konsumen. UD Djaya Coffee cabang Yogyakarta menjadi salah satu *coffee shop* yang mampu bertahan dan menonjol di tengah ketatnya persaingan tersebut. Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran yang diterapkan UD Djaya Coffee cabang Yogyakarta dalam membangun *brand loyalty*. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa UD Djaya Coffee berhasil membangun *brand loyalty* melalui strategi komunikasi pemasaran berbasis *Integrated Marketing Communication* (IMC). Strategi tersebut mengoptimalkan tujuh dari delapan elemen IMC mulai dari periklanan, promosi penjualan, *event and experience*, hubungan masyarakat, *interactive marketing*, *personal selling* hingga *word of mouth*, yang dikemas sesuai karakteristik target pasarnya. Selain itu, dukungan fasilitas seperti photobox dan *silent room* serta konsep modern-retro menjadi daya tarik yang memperkuat identitas *brand* di mata konsumen. Penelitian ini juga mengaitkan teori *Action Assembly Theory* untuk menjelaskan bagaimana pesan-pesan pemasaran yang disusun melalui proses kognitif dirancang secara sistematis dan disesuaikan dengan kebutuhan pasar. Hasilnya, strategi ini terbukti efektif membangun *brand loyalty* melalui *word of mouth*, e-WOM, *personal selling*, dan *event & experience* yang ditunjukkan melalui frekuensi kunjungan yang tinggi, ulasan positif, dan rekomendasi konsumen kepada orang lain.

Kata Kunci: Strategi Komunikasi Pemasaran, *Integrated Marketing Communication*, *Brand Loyalty*, *Action Assembly Theory*

ABSTRACT

The phenomenon of the rise of the coffee shop business in Yogyakarta has created a very competitive competition, where each brand is required to have the right marketing communication strategy in building customer loyalty. UD Djaya Coffee, Yogyakarta branch, is one of the coffee shops that is able to survive and stand out in the midst of this intense competition. This research aims to find out the marketing communication strategy applied by UD Djaya Coffee, Yogyakarta branch, in building brand loyalty. The research method used is descriptive qualitative with data collection techniques in the form of in-depth interviews, observation, documentation, and literature study. The results showed that UD Djaya Coffee succeeded in building brand loyalty through a marketing communication strategy based on Integrated Marketing Communication (IMC). The strategy optimizes seven of the eight IMC elements ranging from advertising, sales promotion, events and experiences, public relations, interactive marketing, personal selling to word of mouth, which are packaged according to the characteristics of the target market. In addition, the support of facilities such as photo booths and silent rooms as well as the modern-retro concept is an attraction that strengthens brand identity in the eyes of consumers. This research also relates the theory of Action Assembly Theory to explain how marketing messages compiled through cognitive processes are systematically designed and tailored to market needs. As a result, this strategy proved effective in building brand loyalty through word of mouth, e-WOM, personal selling, and events & experiences as shown through high frequency of visits, positive reviews, and consumer recommendations to others.

Keywords: *Marketing Communication Strategy, Integrated Marketing Communication, Brand Loyalty, Action Assembly Theory*