

IMPLEMENTASI KOMUNIKASI PEMASARAN TERPADU ONLINE
(ONLINE INTEGRATED MARKETING COMMUNICATION)
PADA KAFE KOPI DI SLEMAN

Ihsyan Nur Hidayat¹, Henry Yuliando², Wagiman²

INTISARI

Komunikasi pemasaran terpadu (Integrated Marketing Communication/IMC) adalah pendekatan pemasaran yang mengintegrasikan seluruh elemen komunikasi pemasaran seperti iklan, promosi penjualan, public relations, personal selling, dan pemasaran langsung. IMC memiliki tujuan untuk menciptakan pesan yang konsisten dan terpadu di seluruh saluran komunikasi, sehingga dapat memaksimalkan efektivitas kampanye pemasaran.

Kafe merupakan salah satu jenis bisnis yang dapat memanfaatkan IMC untuk meningkatkan kesadaran merek dan mempromosikan produk mereka. Studi ini melihat implementasi IMC di sebuah kafe yang berlokasi di kota metropolitan. Penelitian dilakukan melalui observasi langsung dan wawancara dengan pemilik kafe serta penarikan data dari media sosial milik kafe.

Hasil penelitian menunjukkan bahwa 3 dari 6 kafe kopi yang diamati menerapkan IMC. Penerapan IMC dilaksanakan dengan urutan berupa perencanaan-implementasi bauran IMC-evaluasi. Bauran IMC yang diadopsi berupa Publisitas dan Humas dengan jumlah rasio 50,04%, Promosi Penjualan dengan 24,97%, Pemasaran Langsung dengan 13,75%, dan Periklanan dengan 11,24% berdasarkan wawancara langsung dengan owner/manajer. Studi ini memberikan wawasan bagi kafe lain untuk mengadopsi IMC dalam strategi pemasaran mereka. Terlebih lagi, penelitian ini juga memberikan kontribusi bagi pengembangan teori IMC dalam konteks bisnis kafe.

Kata Kunci: Komunikasi pemasaran terpadu, bauran promosi, kafe kopi

¹Mahasiswa Departemen Teknologi Industri Pertanian, FTP UGM

²Staff Pengajar Departemen Teknologi Industri Pertanian, FTP UGM

IMPLEMENTATION OF ONLINE INTEGRATED MARKETING COMMUNICATION AT COFFEE CAFES IN SLEMAN

Ihsyan Nur Hidayat¹, Henry Yuliando², Wagiman²

ABSTRACT

Integrated Marketing Communication (IMC) is a marketing approach that integrates all elements of marketing communication such as advertising, sales promotion, public relations, personal selling, and direct marketing. The goal of IMC is to create a consistent and integrated message across all communication channels, in order to maximize the effectiveness of marketing campaigns.

Cafes are one type of business that can utilize IMC to increase brand awareness and promote their products. This study looks at the implementation of IMC in a café located in a metropolitan city. The research was conducted through direct observation and interviews with the café owner as well as pulling data from the café's social media.

The research results indicate that 3 out of 6 observed coffee cafes implement the IMC. The IMC implementation is carried out sequentially in the form of planning-IMC mix implementation-evaluation. The adopted IMC mix includes Public Relations and Publicity with a ratio of 50.04%, Sales Promotion with 24.97%, Direct Marketing with 13.75%, and Advertising with 11.24%, based on direct interviews with owners/managers. This study provides insights for other cafes to adopt IMC in their marketing strategies. Furthermore, the research also contributes to the development of IMC theory in the context of the cafe business.

Keywords: Integrated marketing communication, promotion mix, café

¹A Student of the Department of Agricultural Industrial Technology, Faculty of Agricultural Technology, Universitas Gadjah Mada

²A teaching staff member of the Department of Agricultural Industrial Technology, Faculty of Agricultural Technology, Universitas Gadjah Mada