

Abstrak

Industri makanan dan minuman (*F&B*) di Indonesia menunjukkan pertumbuhan yang signifikan dalam beberapa tahun terakhir sehingga mendorong jenama menerapkan strategi pemasaran inovatif, salah satunya melalui kolaborasi antarjenama (*co-branding*). Bloomery Patisserie melaksanakan kampanye “*Local Heroes*” yang di Yogyakarta diwujudkan melalui kolaborasi dengan Chocolate Monggo, menghasilkan produk *Double Chocolate Basque Cheesecake* dan *Choco Mousse*. Penelitian ini bertujuan menganalisis strategi kolaborasi antarjenama dalam kampanye tersebut dengan menggunakan kerangka komunikasi pemasaran terintegrasi dan dimensi *co-branding*. Data diperoleh melalui wawancara mendalam dengan *Social Media Manager* Bloomery Patisserie dan representasi *Business Development and Company Relationship* Chocolate Monggo, observasi media sosial Bloomery Patisserie, dan studi literatur. Hasil penelitian menunjukkan kolaborasi ini merupakan bentuk *ingredient co-branding*, dengan Bloomery sebagai *lead brand* dan Chocolate Monggo sebagai *ingredient brand*, yang menciptakan asosiasi produk unik serta memperkuat persepsi kualitas.

Kata kunci : Bloomery Patisserie, Chocolate Monggo, Yogyakarta, Strategi Komunikasi Pemasaran, Strategi Kolaborasi Antarjenama

Abstract

The food and beverage (F&B) industry in Indonesia has experienced significant growth in recent years, encouraging brands to adopt innovative marketing strategies, one of which is brand collaboration (co-branding). Bloomery Patisserie launched the "Local Heroes" campaign, which in Yogyakarta was implemented through a collaboration with Chocolate Monggo, resulting in the products Double Chocolate Basque Cheesecake and Choco Mousse. This study aims to analyze the brand collaboration strategy in the campaign using the framework of integrated marketing communication and co-branding dimensions. Data were collected through in-depth interviews with the Social Media Manager of Bloomery Patisserie and the Business Development and Company Relationship representative of Chocolate Monggo, observation of Bloomery Patisserie's social media, and literature review. The findings show that this collaboration represents a form of ingredient co-branding, with Bloomery as the lead brand and Chocolate Monggo as the ingredient brand, creating unique product associations and strengthening perceived product quality.

Keywords : Bloomery Patisserie, Chocolate Monggo, Yogyakarta, Integrated Marketing Communication, Co-branding Strategy