

Integrated Marketing Communication : Nusantara Coffee Brand Awareness On Oksigen Coffee

Ratna Ayu Lestari¹, Siti Khumayah², and Aghnia Dian Lestari³

^{1,2} Faculty of Social and Political Sciences, Gunung Jati Swadaya University, Cirebon, Indonesia.

Email ratnaayulestari239@gmail.com

³ Faculty of Social and Political Sciences, Gunung Jati Swadaya University, Cirebon, Indonesia.

Email aghnia.dianl@ugj.ac.id

Corresponding Author Email aghnia.dianl@ugj.ac.id

Abstract. Enjoying coffee in coffee *shops* has become an increasingly widespread culture in Indonesia. Oksigen Coffee is one of the many *coffee shops* in Cirebon City. It was established in 2020 with a unique marketing style. Providing a variety of various variants of coffee, it is a place that many young people visit to adults and even families. This research aims to find out how Oksigen Coffee implements *Integrated Marketing Communication (IMC)* to increase *brand awareness* of Indonesian coffee in *coffee shops*. In this study, the author uses a descriptive qualitative approach that conducts direct interviews with the owner, marketing team, managers, baristas, and consumers of Oxygen Coffee. The theory used in this study is the theory of *Integrated Marketing Communication*. There are a few obstacles in marketing at Oxygen Coffee, namely fierce competition with other brands due to the rise of Coffee Shops in Cirebon City. Oksigen Coffee implements Advertising, Sales Promotion, Event and experience, Public Relations and publicity, Direct Marketing, Interactive Marketing, and *Personal Selling* successfully in creating an attractive environment for customers, thus strengthening its position in the local coffee industry in Cirebon City.

Keywords: Kopi Nusantara, *Coffee Shop*, Coffee Culture, Marketing Communication, Brand Awareness

INTRODUCTION

Indonesia is one of the best coffee bean producers in the world. Some areas famous for their coffee beans include Lampung, Aceh, Java, Ternate, Flores, Sulawesi, and Medan. The source of people's income and the country's foreign exchange can increase through coffee plants, starting from the export of coffee beans that have not been *roasted* (raw) or coffee beans that have been processed. The types of coffee that are in high demand and have high value are Arabica and Robusta. The taste quality of arabica coffee is higher, and the caffeine content is lower than that of robusta coffee. So this arabica type of coffee is priced higher. Coffee in Indonesia is called Nusantara coffee; the types are Aceh gayo coffee, Bali Kintamani, Flores Bajawa, and Javanese coffee.

The level of coffee consumption in the community is increasing. According to International Coffee Organization (ICO) data, coffee is one of the most popular drinks among Indonesians. In 2021, coffee consumption in the country touched 5 million bags of 60 kilograms. According to Indonesian coffee processing industry data, "Indonesia is the fourth largest producer of coffee beans in the world after Brazil, Vietnam, and Colombia, with an

average production of around 700 thousand tons per year or about 9% of the world's total coffee production. Therefore, domestic coffee bean processing continues to be encouraged," said the Director General of Agro-Industry of the Ministry of Industry, Abdul Rochim, in Jakarta. In 2018, coffee product exports generated significant foreign exchange income, reaching USD 579.98 million, an increase of 19.1% compared to 2017.

Currently, one type of business that is proliferating is coffee shops. Enjoying coffee in coffee *shops* has become an increasingly thick culture in Indonesia. Coffee shops are in great demand because this business is quite relaxed, enjoyable, and sought after by everyone. After all, coffee shops are an ideal alternative place to visit. Therefore, coffee shop business owners will compete so that their place becomes superior and their business can survive in the business world.

One of the *coffee shops* that is quite well known by various circles in Cirebon City is Oksigen Coffee. Established in 2020, Oksigen Coffee offers various coffee variants such as manual *brew*, *espresso-based*, milk coffee with several flavor variants, and other drink menus. In addition, Oxygen Coffee also provides a variety of food, both snacks and heavy meals. Oksigen Coffee is one of the *coffee shops* in Cirebon City, which has a comfortable place to relax with friends or family and a *workspace* for casual workers. Having a green concept and a *tagline* that reads "Coffee like air" makes many people know and always come to Oksigen Coffee; it makes Oksigen Coffee different from other *coffee shops* in Cirebon City because of its characteristics.

When a product is marketed, competition in the business world becomes stronger to seize the market. This marketing communication can increase consumer awareness of the company's products. One way the company communicates with consumers is through effective communication so that the message that the company wants to convey to customers can be understood and received correctly.

Marketing communication is a marketing activity that aims to disseminate information, influence or persuade, and remind the target market about the company and its products so that they are willing to receive, buy, and remain loyal to the products offered (Tjiptono, 2011). With a communication marketing strategy, companies can see great opportunities and threats in the market. Marketing communication strategies can include advertising, sales promotion, public relations, personal sales, and direct marketing (Kotler, 1997, p. 78). Business owners need a structured or planned strategy to get more attention and the hearts of today's people. It can be concluded that marketing communication is a planning process to create, communicate, and convey a concept, prices, promotions, and distribution of goods or services to create exchanges that satisfy consumers.

Marketing communication is essential in promoting products, especially in coffee *shops*. Business owners must introduce a product to consumers because it can retain consumers and make them aware of the brand of the product. The initial feedback expected from marketing communication is increased brand awareness and positive actions from consumers towards the brand. This growing awareness among consumers is the benchmark for success in a company that can win the competition in the business world.

According to previous research, *first* based on a study entitled "Integrated Marketing

Communication Analysis (IMC) in improving *the brand image* of Yumna boutiques in Sumbawa Regency, explained that "marketing communication activities carried out are by utilizing social media Instagram, Facebook, and WhatsApp so that the concept of Yumna can be well received." The *second* research, titled Marketing Communication in Creating *Brand Awareness* (Partipost Case Study) explains that "marketing communications implemented by Partipost include advertising, sales promotion, direct marketing, internet marketing, events, and experiences as well as word of mouth (*Word Of Mouth*)"

Overall, these two studies reveal that marketing communication strategies through IMC are essential in strengthening the brand image and increasing brand awareness. A study titled *The Role of Digital Marketing in Culinary Business Dynamic on Tiktok* explains that technology provides comfort and convenience because it is easy to reach through *smartphone facilities*, and the number of users is continuously increasing (aghnia, 2021). Social media and digital technology are key aspects of an effective marketing communication strategy to meet the expectations of an increasingly dynamic and digitally connected market.

Based on this background, the researcher aims to determine how *Integrated Marketing Communication* (IMC) increases *Brand Awareness* of Nusantara coffee in a *coffee shop*.

LITERATURE REVIEW

Several previous studies are relevant to this study, namely: *First*, with the title "Integrated Marketing Communication Analysis (IMC) in Improving *Brand Image* in Yumna boutiques in Sumbawa Regency," which explains that Brand image is a brand perception inherent in consumers' memories of a product. Managing the brand image is the first step in introducing Yumna's products to customers. It will subsequently develop into a marketing strategy to improve the brand image and survive among competitors. This research aims to understand how Yumna Boutique uses integrated marketing communication to improve its Brand Image. This research uses integrated marketing communication (IMC) theory, which has six elements: advertising, personal sales, and relationships.

community, Sales promotion, Direct marketing, and interactive/internet marketing. This research is qualitative research with a descriptive approach. The study results show that Yumna implements the concept of integrated marketing communication consisting of 6 elements it. Advertising through social media, sales promotions with different variants, and public relations (PR) build good relationships with external and internal parties through social media and other positive activities. Direct marketing by providing knowledge about products, personal sales through fun and harmonious, positive interactions, and marketing. (Vitra Alfiana & M.Syukron Anshori, 2023)

Second, research conducted by Ailen Belinda and Riris Loisa (2019) in a study entitled "Marketing Communication in Building *Brand Awareness* (Partipost Case Study)" revealed that changes in business models are a challenge for business actors, so they must innovate so as not to be left behind amid consumers who are increasingly turning to digitalization. One way to build and improve a company's image in the digital era is through *brand awareness*, which requires continuous effort. This research aims to identify the marketing strategies applied by Partipost to build *brand awareness* for a brand. The method used is a descriptive qualitative approach, which involves conducting in-depth interviews with three sources: two Partipost

members and an influencer at Partipost. Research data was collected through interviews, online data, observations, and documentation. The results of the study show that the marketing communication applied by Partipost in building *brand awareness* of a brand involves various strategies and approaches that support each other through various elements or mixes of marketing communication that are interrelated to create a distinctive form of marketing applied by Partipost. This form of marketing is a marketing campaign that aims to build *Brand Awareness*. Success in building *Brand Awareness* is measured through interaction or engagement in marketing.

Integrated Marketing Communication is implemented to, directly and indirectly, influence the behavior of potential consumers who have become the target of marketing communication. According to Philip Kotler and Kevin Lane Keller (2006) in *Marketing Management*, *Integrated Marketing Communication* defines IMC as implementing and evaluating communication programs and an integrated planning process utilizing various communication methods to convey consistent and meaningful messages to target consumers (Kotler, Keller: 2006). This study uses IMC to analyze the problems researchers have found.



Figure 1. *Integrated Marketing Communication*
 Source: *Marketing Management (Kotler, Keller: 2006)*

1. *Advertising* is the process or activity of disseminating information or promotional messages to consumers and potential consumers about a product, service, or idea to attract their buying interest.
2. *Sales promotion*. *Sales promotion* is a marketing activity that aims to increase a product's or service's sales volume in a relatively short period. *Sales promotion* strategies are often used to mobilize consumers and encourage consumers and potential consumers to buy the products or services provided immediately.
3. *Event and Experiences*. *Events and experiences* are an effective marketing strategy for generating high engagement, increasing *brand awareness*, and building long-term consumer relationships through direct interaction and memorable experiences.
4. *Public Relations & Publicity*. *Public Relations* focuses on strategic relationships and communication with various related parties, while *publicity* emphasizes efforts to gain attention and positive media coverage.
5. *Direct Marketing*. *Direct marketing* effectively reaches consumers directly, generates measurable responses, and strengthens consumer relationships through personalized and relevant communication.
6. *Interactive Marketing*. *Interactive marketing* is an effective strategy for creating a stronger bond between brands and consumers through digital interaction. This helps to improve the consumer experience and strengthen brand awareness.
7. *Personal selling* is a strong marketing strategy for building closer relationships with consumers, generating direct sales, and providing a more personalized and relevant experience in the marketing process.

Of course, when buying a product, consumers first research the product to be purchased. Kotler states that *brand awareness* is the level at which consumers remember or know a brand amidst the many options available in the market. (Philip Kotler, 2000). This research is expected to determine the level of consumer knowledge about Indonesian coffee products in Oxygen Coffee.

METHODS

This research uses descriptive qualitative methods, mainly focusing on explaining the research object. Qualitative research is carried out using a direct approach. Researchers summarize and structure complex pictures, check the details word for word, and carefully compile the report (Murdiyanto, 2020).

Informants have an essential role in supporting the research process that has been carried out because informants provide responses and information related to things that are considered necessary by researchers (Rachmasary, 2021). The author conducted interviews and observations directly with the owner and the oxygen coffee team. The key informant in this study is Irfan Jaelani, the direct owner (Owner). The supporting informants are the Marketing team, Manager, Barista, and Customer of Oxygen Coffee. In this study, the data analysis method follows the approach proposed by Miles and Huberman, as explained by Herdiansyah (2010: 164), which includes four stages. These stages include data collection, data screening, presentation, and concluding.

The Integrated Marketing Communication theory, which has seven concepts: advertising, sales promotion, event and experience, public relations and publicity, direct marketing, interactive marketing, and *personal selling* (Kotler & Keller, 2016, p. 194), is applied in this study.

RESULTS AND DISCUSSION

Integrated Marketing Communication

Integrated marketing communication is carried out to directly and indirectly influence the behavior of potential customers who are the target of marketing communication. Referring to the results of interviews that have been conducted at Oksigen Coffee regarding Integrated Marketing Communication: Brand Awareness of Nusantara coffee at Oksigen Coffee, the following data was obtained:

Advertising

Advertising is a vital marketing medium for a company; its content invites and informs consumers about a product. Advertising aims to convey information, influence, remind, or increase consumer confidence to repurchase a product (Kotler & Keller, 2016).

"Oksigen Coffee has been utilizing digital marketing since the beginning of this coffee shop's opening. Especially advertising through Instagram to promote a product and inform the seasonal beans used daily. Currently, Oksigen Coffee is developing TikTok media to create interesting content related to products from oxygen coffee" (interview with Irfan Jaelani, Owner of Oksigen Coffee)

Based on the interview results, Oxygen Coffee advertises using social media. It uses Instagram ads (paid advertising) to promote products and increase brand awareness among consumers. Oxygen Coffee also utilizes TikTok and follows trending content in marketing its products.



Figure 2. Advertisement of oxygen coffee products

Source: Instagram @oksigencoffee

Sales promotion

Sales promotion is a type of marketing that companies use to accelerate the sale of a product. According to Darwies Ibrahim in the book *Smart Selling* (2004), *sales promotion* is a short-term activity to increase sales. In other words, this promotion is carried out to make consumers buy and reuse their purchased products.

"Utilizing online sales platforms on Grabfood, Gofood, and Shopeefood to promote products such as online promos (Arenga sharing), namely three milk coffees at a more Lestari

economical price than one milk coffee. Promo "morning coffee at oksigen coffee" (morning ngoksi morning) espresso-based and manual brew for 15,000-20,000 only until 14.00 every day and only valid for dine-in purchases" (interview with the Oxygen coffee marketing team)

Based on the interview results, Oksigen Coffee increased online and offline sales to make products sell faster. Providing online and offline promos attracts consumers to buy more products, and the advantage is that it strengthens the brand image in the long term.

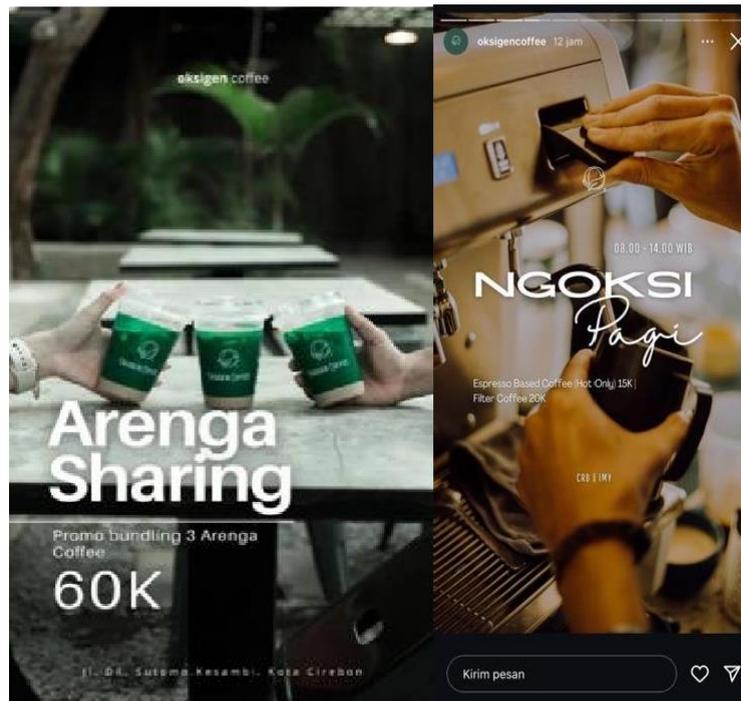


Figure 3. Sales promotion posts
Source: Instagram @oksigencoffee

Public Relations & Publicity

Public relations in terms of marketing means building a positive image for the *public*, so with *public relations*, a company can build good relationships with various groups. According to Kotler and Keller (2007:279), Marketing Public Relations explained that PR can increase awareness by publishing news in the media to attract consumers and potential consumers to a product or service. Meanwhile, *publicity* is an activity designed to trigger media attention so that they are aware of the brand and a positive image that the public thinks of.

Event & experiences

Events and experiences are activities carried out by companies that are deliberately

designed to have an interaction that is connected to a certain brand through sponsorship activities. (Kotler and Keller, 2008:174)

"Oxygen Coffee has never held its event, but Oxy is open to collaborating with outside parties in organizing unique events or experiences, such as *"take over"* bars by guest baristas, collaborating with Temporary Tattoo, and accepting coffee sales for weddings. (Interview with Owner, Marketing Team, and Oxygen Coffee Barista)"

With the event significantly increasing sales, the coffee *"takeover bar"* event brings practical benefits in the form of opportunities to expand networks and collaborations and strengthen the *Coffee Shop Brand*.

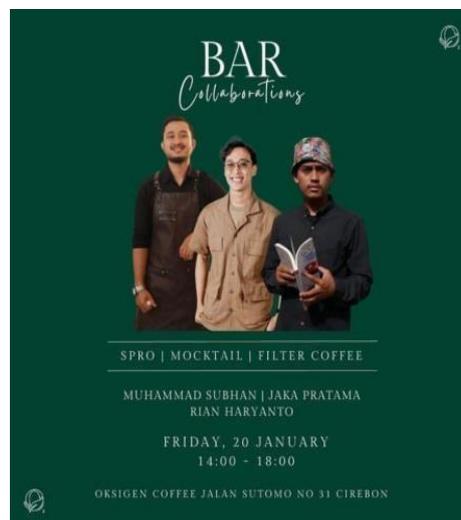


Figure 4. The event at Oxygen Coffee
Source: Instagram @oksigencoffee

"Oxygen Coffee builds closeness and positive relationships with consumers through Instagram social media. Such as replying to and reposting consumer posts with funny jokes so that consumers feel close. This is done solely to build a good relationship and grow brand awareness of Oksigen Coffee's products." (Interview with the owner of the marketing team and the manager of Oxygen Coffee)

In the interview results, Oksigen Coffee managed to build a positive closeness with consumers through Instagram media to attract attention and increase brand awareness. *Public relations* and *publicity* are needed to build a company's *image* and identity, especially in the field of communication that takes place in a company to maintain its existence in many competitions.



Figure 5. Admin response to consumers
Source: @oksigencoffee Instagram Archive

Direct marketing

Direct marketing is a marketing technique that involves direct communication with new and potential customers without intermediaries such as media or advertising. *Direct marketing* is direct interaction with customers to offer a company-owned product. (Mary Lou Roberts and Paul D. Berger, 2021)

"Oxygen Coffee conducts its *direct marketing* by interacting directly with employees and consumers. Such as coming to the consumer's table to ask what the coffee tasted like or giving a little joke to make the consumer laugh. This is one of the advantages in promoting products personally and influencing purchasing decisions" (interview with the marketing team and owner of Oxygen Coffee)

Based on the results of the interview above, Oxygen Coffee has succeeded in conducting *direct marketing* in a unique way. The benefits are targeted targeting, message personalization, direct interaction with consumers, direct *feedback*, and greater message control. *Direct marketing* helps improve the efficiency of advertising spending, build relationships with consumers, and increase the company's brand awareness.



Figure 6. Baristas come to the consumer's table
Source: Personal documentation

Interactive Marketing

Interactive Marketing is an online marketing activity designed to increase awareness of product brands and meet consumers' needs and desires; product marketing is carried out. Andrew T. Stephen and Gary J. Bamossy (2017) state that *interactive marketing* includes the use of digital technology to facilitate two-way interaction between companies and consumers, allowing for personalized messages and customized experiences.



Figure 7. Announcement of Quiz Winners
Source: Instagram Story @oksigencoffee

"Oxygen Coffee creates an interactive experience for customers through quizzes and engaging content on *Instagram's* social media platform. For example, guess the menu listed in the photo of the product in question, then the winner will get one free menu from Oxygen Coffee. (Interview with the Marketing Team from Oxygen Coffee)

Based on the interview, *Oxygen Coffee's interactive marketing has successfully attracted more consumers. Marketing approaches that use interactive digital technologies such as websites, social media, and mobile apps to increase consumer engagement also increase brand awareness. This helps companies create closer relationships with consumers and improve the effectiveness of marketing campaigns.*

Personal interlude

Personal selling is direct communication between seller representatives and potential buyers. The aim is to better understand the buyer's needs and explain the product's specific benefits. George E. Belch and Michael A. Belch (2004)

"Marketing its products in a unique and distinctive style makes the relationship with consumers close. This is done not only by the cashier and barista but also by the owner and marketing team, who participate in building a positive relationship with consumers to make consumers remember how oxygen coffee is. " (Interview with the barista at Oxygen Coffee: Wafa Zahra)

By implementing this personal selling, Oksigen Coffee has built a positive relationship with consumers with a unique and distinctive style. Benefits include the ability to personalize messages, provide in-depth explanations of products, build personal relationships with customers, control the sales process, get immediate feedback, increase sales conversion rates, and enable accurate measurement of results from sales strategies.

By implementing a comprehensive and diversified IMC strategy, Oksigen Coffee managed to build robust *Brand Awareness* and create a positive experience for the *Coffee shop's* customers, which in turn contributed to the success of their business in the local coffee market.

Brand Awareness

When viewed from the marketing method carried out by Oxygen Coffee to consumers and potential customers. The researcher wants to see how much *Brand Awareness* consumers feel towards Nusantara coffee products at Oksigen Coffee.

Oxygen Coffee has many types of coffee for sale, including manual *brew*, *espresso-based*, and palm sugar milk coffee with various flavor variants. This summary highlights how the *Integrated Marketing Communication* (IMC) strategy used by Oksigen Coffee to increase Kopi Nusantara *Brand Awareness*, focusing on the effectiveness of integrated communication through various channels such as *Advertising*, *Sales Promotion*, *Event and experience*, *Public Relations and publicity*, *Direct Marketing*, *Interactive Marketing*, *Personal Selling*. Oxygen Coffee provides many opportunities for consumers to try and get to know coffee products. By creating a first-hand experience with the product, it can form a positive opinion and a strong impression of the brand.



Figure 8. Selling products to consumers
Source: Personal Documentation

Oksigen Coffee also tries to educate consumers about Nusantara coffee by explaining what coffee is becoming daily, seasonal beans for espresso-based coffee, and several variants of coffee for manual *brew*: various post-harvest processing methods and unique flavors from each region in Indonesia. So, Oxygen Coffee not only sells coffee but also tries to encourage consumers to learn more about the richness of Indonesian coffee that is drunk. Oxygen Coffee can help increase *the* Nusantara Coffee brand's exposure to a broader range of consumers. This can help expand the reach and create *buzz* among coffee lovers. Oxygen Coffee can be one of the critical determinants in increasing *brand awareness* for local coffee brands such as Kopi Nusantara. Hands-on experience, education, promotion, and recommendations can help build a positive image and increase the brand's recognition in the Indonesian coffee market.

CONCLUSION

From the data obtained, it can be concluded that Oksigen Coffee has successfully implemented various IMC strategies to increase *Kopi Nusantara's brand awareness*. With a primary focus on digital marketing through platforms like Instagram and efforts to expand its reach through TikTok, Oksigen Coffee has captured *the audience's attention* with creative and informative content about the products and promotions offered. In addition, Oxygen Coffee has created a strong bond with consumers through unique sales promotions and interactive

experiences for customers. Collaboration in unique events and experiences such as "take over bars" by guest baristas is also one of the strategies that helps expand the market and strengthen the brand image. With direct communication, effective public relations management, and a friendly and unique personal selling culture, *the coffee shop* has created an attractive environment for customers, thus strengthening its position in the local coffee industry in Cirebon City. Oxygen Coffee has also succeeded in creating a unique experience for customers through the variety of coffee products offered. With a focus on *based espresso* that changes every month, milk coffee with various flavor variants, and manual brew with various types of Nusantara coffee beans, they have succeeded in meeting consumers' diverse needs and preferences. In addition, the way the product is presented, accompanied by information about the origin of the coffee beans and its taste characteristics, not only provides a unique sensory experience but is also educational for customers.

In addition, Oxygen Coffee's success in implementing the IMC strategy can also be seen in its business growth from year to year. With the increasing number of customers and sales that continue to grow, primarily through online platforms, Oxygen Coffee has proven the effectiveness of its marketing communication approach. This shows that the IMC strategy has successfully achieved its goal of increasing *Brand Awareness* and expanding its market share in the local coffee industry.

In implementing *Integrated Marketing Communication* (IMC) to increase *brand awareness of Nusantara coffee* at Oksigen Coffee, there is intense competition from various *coffee shops* in the city of Cirebon for cooking their products. Oksigen Coffee uses *the Integrated Marketing Communication* (IMC) strategy to increase *Kopi Nusantara's brand awareness*. The obstacles to Nusantara coffee at Oksigen Coffee include fierce competition with other brands, varying levels of knowledge and consumer preferences, necessary consumer education, availability and distribution issues, price perception that can be an obstacle, lack of *Brand Awareness*, and the importance of maintaining product quality and consistency. Overcoming these obstacles requires effective marketing strategies, a focus on consumer education, and consistent product quality fulfillment. With the right strategy, Oksigen Coffee can maximize its potential to strengthen the recognition of the Nusantara Coffee brand in the Indonesian coffee market.

BIBLIOGRAPHY

- Aldarich, N., & Fajar, R. M. (2021). *Integrated Marketing Communication of Sodare Kopi Coffee Shop in increasing Brand Awareness.*
- Alfiana, V., & Anshori, M. S. (2023, September). Integrated Marketing Communication Analysis (IMC) in improving *Brand Image* at Yumna boutiques in Sumbawa Regency. *In Proceedings Of Student Conference* (Vol. 1, No. 5, pp. 386-401).
- Azmi, M. (2021). The Influence of Promotion Through Instagram by Mom's Coffee and Kitchen in the Formation of Brand Awareness and Purchase Decisions on Consumers.
- Belinda, A., & Loisa, R. (2019). Marketing Communication in Building *Brand Awareness* (Partipost case study). *Prologia*, 3(1), 9-16.
- Bhakti, A. D. P., & Sungkono, F. P. (2023). Packaging Design Design as a Medium to Increase Brand Awareness of Janus Coffee & Roastery. *Citradirga: Journal of Visual Communication and Intermedia Design*, 5(02), 21-34.
- Damayanti, M. C., & Hasbi, I. (2024). The Influence of Brand Image, Brand Awareness, and Brand Loyalty on the Decision Process to Purchase Janji Jiwa Coffee in the City of Bandung. *Economical: Journal of Economics and Business*, 8(1), 817-825.
- Fatah, A. N., & Santosa, H. P. (2023). *Coffee Shop Marketing Communication Strategy to Increase Sales* (Case Study at Kedai kopi inspirasi Bogor). *Daengku: Journal of Humanities and Social Sciences Innovation*, 3(2), 235-243.
- Herdian, R. S. P., Pomegranate, I. D., & Mirza, M. (2024). Kulo Group's Marketing Public Relations in increasing brand awareness at Kulo Coffee Shops. *Scientific Journal of Educational Forum*, 10(8), 787-793.
- Herpry, H., Sibarani, M., & Soegieharto, D. H. (2024). The Influence of Brand Awareness and Social Media on Purchase Decisions (Case Study on Pt. Lawang Cafe & Resto). *Co-Value Journal of Cooperative Economics and Entrepreneurship*, 14(8), 1098-1117.
- Jessica, J. (2022). *Increasing Nadi's Brand Awareness Coffee Shop to its Target Market through Instagram.* *Kata Kita: Journal of Language, Literature, and Teaching*, 10(3), 511-516.
- Lestari, A. D. (2016). Implementation of Word Of Mouth Communication for Ciletuh Tourism Objects. *Scientica*, 3(1), 1-13.
- Michelle, M., Wahyudi, O. B., & Goenawan, F. (2021). The level of *Brand Awareness* of the people of Surabaya towards Kollabora. *Journal of e-Communication*, 9(2).
- Novilia, V., & Mulyana, E. W. (2022). Building a Brand Image by using Social Media at Kedai Kopi 56. *Journal of Community Service of the Archipelago*, 3(2.1 December), 1317-1324.
- Oktaviany, F. I., Senliana, S., & Lestari, A. D. (2024). The Role of Digital Marketing in Culinary Business Dynamics on Tiktok@ Jihannpp Account. *Indonesian Journal of Advanced Research*, 3(7), 1051-1062.
- Perdana, F. M., & Fauzi, R. U. A. (2023, September). The influence of promotion, *Word Of Mouth*, *Service scape* and *Brand Awareness* on the formation of buying decisions at Karpen Coffee Madiun. *In SIMBA: Seminar on Management, Business, and Accounting Innovation* (Vol. 5).
- Putra, A. E., Fianto, L., & Chun, N. X. L. W. (2024). The Influence of *Brand Ambassadors* on *Brand Awareness* of the Magic Application on Instagram Social Media. *Journal of Nusantara Communication*, 6(1), 86-99.
- Rafika, S. S., & Nobles, S. (2023). The Influence of Social Media Marketing and Customer Engagement on Els Coffee's Brand Awareness as a Pioneer of Lampung's Leading Coffee. *Journal of Finance and Business Digital*, 2(4), 485-498.
- Rachmanto, N., & Suryani, I. F. (2024). Strengthening *the Branding Awareness* Strategy to Increase the Number of Consumers at Cafe 'Saat Kopi' Surabaya. *ABDIMAS*

- NUSANTARA: Journal of Community Service*, 5(2), 98-109.
- Rahmawati, P. (2023). The Influence of Product Quality, Packaging Design and Logo on Purchase Decisions at Kopi Pawon Nusantara Jakarta. *Indonesian Journal of Business Analytics*, 3(3), 837-850.
- Saifuddin, A. (2022). "Buy Coffee" Build *Brand Image* through Marketing Communication Strategy. *Relative: Journal of Communication Research* (e-ISSN: 2807-6818), 2(01), 1-8.
- Saniyyah, H. K. M., & Nasher, A. (2023). Jacob Koffie Huis's Marketing Communication Strategy in increasing *Brand Awareness*. *Mediakom: Journal of Communication Sciences*, 7(1), 66-75.
- Sutrisno, S., Irwansyah, S. R., Rochmi, A., Wibowo, T. S., & Rahmawati, H. U. (2022). Analysis of product quality, price and brand awareness on the decision to purchase coffee products at Mccafe fast food restaurants. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 4121-4128.
- Solihah, D. P., & Suherman, A. (2024). SWOT Analysis in Determining Marketing Strategies to Increase Competitiveness in MSMEs at TokTok Coffee Shop Karawang. *Innovative: Journal Of Social Science Research*, 4(4), 7596-7707.
- Tatasari, T. (2023). Marketing Communication Strategy in increasing *Dagoda Coffee's Brand Awareness*. *Journal Of Economics , Business, Management, Accounting anf Social Sciences*, 2(1), 50-54.
- Triani, A., & Dewi, L. D. R. (2023). Seca's marketing *communication* strategy as a local brand in building *brand awareness*. *Journal of Representation Vol*, 9(02).
- Wainira, M. A., Liliweri, Y. K., & Mandaru, S. S. (2021). The use of Instagram as a Marketing Communication medium in building *Brand Image*. *Journal of Communication: Journal of Communication Sciences*, 10(2), 138-148.
- Wijaya, S. A., & Mursitama, T. N. (2023). The Implementation of Triple Bottom Line on CSR Effort Toward Sustainable Development: Case Study Starbucks Greener Nusantara. In *E3S Web of Confernces* (Vol. 388, p. 03018). EDP Sciences.
- Wirakanda, G. G., & Pardosi, A. (2020). The effect of Sales Promotion on purchasing decisions (case study in Blibli. com). *Pro Mark*, 10(1).