

ABSTRAK

Zia Nurhaliza : Strategi *Marketing Public Relations* Tempat Kopi Nyaman Dan *Aesthetic* Di Bandung Timur (Studi Deskriptif Kualitatif Pada Perusahaan Bento Kopi Cibiru)

Marketing Public Relations merupakan perpaduan antara *Marketing* dan *Public Relations* dengan serangkaian proses untuk mencapai tujuan perusahaan. *Marketing Public Relations* terus berkembang dan diterapkan pada berbagai macam perusahaan, termasuk perusahaan Bento Kopi Cibiru. Perusahaan Bento Kopi Cibiru Perusahaan yang bergerak di bidang makanan dan minuman berhasil menarik perhatian konsumen dan membangun citra positif, dengan memperluas basis pelanggan dan menjalin kemitraan berbagai pemangku kepentingan melalui implementasi strategi *marketing public relations*, seperti optimalisasi promosi digital, peningkatan tingkat kepuasan pelanggan, serta penguatan citra merek yang kompetitif.

Penelitian ini bertujuan untuk mengetahui Strategi *Marketing Public Relations* pada Bento Kopi Cibiru. sebagai perusahaan makanan dan minuman, melalui konsep *Integrated Marketing Communications* yang ditemukan oleh Don Shultz. Konsep ini terdiri dari lima strategi yaitu *Advertising*, *Personal Selling*, *Sales Promotion*, *Public Relations*, dan *Direct Marketing*.

Penelitian ini menggunakan metode deskriptif kualitatif yang mendeskripsikan secara rinci hasil penelitiannya. Penelitian dilakukan dengan mengumpulkan data melalui observasi partisipan pasif dan wawancara mendalam .

Hasil penelitian ini menjelaskan bahwa Bento Kopi Cibiru sebagai perusahaan Makanan dan Minuman, melakukan strategi *Marketing Public Relations* dengan konsep *Integrated Marketing Communication* melalui lima Strategi yang digunakan meliputi: (1) *Advertising* berfokus pada pemanfaatan media sosial dan kolaborasi dengan *influencer*, (2) *Personal selling* melalui interaksi langsung dan *grooming*, (3) *Sales Promotion* berfokus pada promo untuk membangun citra brand, (4) *Public Relations* berfokus pada mengelola event seperti *live music* dan *wedding venue* untuk mempererat hubungan dengan pelanggan, (5) *Direct Marketing* berfokus pada media sosial interaktif dan *membership* untuk meningkatkan *brand awareness*.

Berdasarkan hasil penelitian bahwa Bento Kopi Cibiru dalam menjalankan bisnisnya menjadi kopi nyaman dan *aesthetic* di Bandung Timur melakukan strategi *marketing public relations* dengan pendekatan konsep *Integrated Marketing Communications* yang ditemukan oleh Don Shultz.

Kata Kunci : *Marketing Public Relations*, *Integrated Marketing Communication*, Bento Kopi Cibiru

ABSTRACT

Zia Nurhaliza: Marketing Public Relations Strategy of a Comfortable and Aesthetic Coffee Shop in East Bandung (A Qualitative Descriptive Study on Bento Kopi Cibiru)

Marketing Public Relations is a combination of Marketing and Public Relations, involving a series of processes aimed at achieving company goals. Marketing Public Relations continues to evolve and is applied in various types of companies, including Bento Kopi Cibiru. Bento Kopi Cibiru, a company in the food and beverage industry, has successfully attracted consumer attention and built a positive image by expanding its customer base and establishing partnerships with various stakeholders through the implementation of marketing public relations strategies, such as optimizing digital promotions, increasing customer satisfaction, and strengthening a competitive brand image.

This study aims to explore the Marketing Public Relations strategy at Bento Kopi Cibiru as a food and beverage company, using the Integrated Marketing Communications concept introduced by Don Shultz. This concept consists of five strategies: Advertising, Personal Selling, Sales Promotion, Public Relations, and Direct Marketing.

This study uses a qualitative descriptive method that describes in detail the results of the study. The study was conducted by collecting data through complete observation and in-depth interviews.

The results of this study explain that Bento Kopi Cibiru as a Food and Beverage company, carries out a Marketing Public Relations strategy with the concept of Integrated Marketing Communication through five strategies used including: (1) Advertising focuses on utilizing social media and collaboration with influencers, (2) Personal selling through direct interaction and grooming, (3) Sales Promotion focuses on promos to build brand image, (4) Public Relations focuses on managing events such as live music and wedding venues to strengthen relationships with customers, (5) Direct Marketing focuses on interactive social media and membership to increase brand awareness.

Based on the results of that research Bento Kopi Cibiru in running its business as a comfortable and aesthetic coffee in East Bandung carries out a public relations marketing strategy with the Integrated Marketing Communications concept approach discovered by Don Shultz.

Keywords: Marketing Public Relations, Integrated Marketing Communication, Bento Kopi Cibiru