

ABSTRAK

Agrifina Oktafiranti: Penerapan *Impression Management* Rolun Coffee dan Roastery dalam Mewujudkan Citra di Mata Pelanggan

Perkembangan industri kafe yang semakin pesat telah mendorong meningkatnya persaingan antar pelaku usaha dalam menarik dan mempertahankan pelanggan. Kondisi tersebut menuntut setiap kafe untuk mampu membangun kesan positif yang dapat memperkuat citra perusahaan di mata pelanggan. Rolun Coffee & Roastery merupakan salah satu kafe yang berlokasi di Banjaran, Kabupaten Bandung, yang mampu menarik minat pelanggan, mempertahankan eksistensi usaha, serta mengembangkan cabang baru meskipun berada di wilayah yang bukan merupakan pusat pertumbuhan industri kafe. Fenomena tersebut mengindikasikan adanya upaya pengelolaan kesan yang dilakukan kafe dalam mewujudkan citra positif di mata pelanggan.

Penelitian ini bertujuan untuk menganalisis secara mendalam penerapan teori *Impression Management* yang dikemukakan oleh Edward Jones dan Thane S. Pittman pada Rolun Coffee & Roastery. Penelitian ini berfokus pada pemahaman mengenai bagaimana penerapan strategi *Impression Management* berkontribusi dalam mewujudkan citra positif di mata pelanggan.

Kajian teoritis penelitian ini menggunakan teori *Impression Management* dari Jones dan Pittman yang meliputi lima strategi, yaitu *ingratiation*, *self-promotion*, *exemplification*, *supplication*, dan *intimidation*. Teori tersebut digunakan sebagai landasan untuk menganalisis penerapan pengelolaan kesan Rolun Coffee & Roastery dalam mewujudkan citra positif di mata pelanggan.

Penelitian ini menggunakan metode deskriptif kualitatif dengan paradigma konstruktivisme. Data dikumpulkan melalui wawancara mendalam, observasi, dokumentasi, dan studi pustaka, kemudian dianalisis menggunakan reduksi data, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa penerapan *Impression Management* yang dilakukan secara konsisten mampu mewujudkan kesan positif bagi Rolun Coffee & Roastery. Penerapan strategi tersebut membentuk Rolun Coffee & Roastery sebagai kafe dan roastery yang memiliki pelayanan ramah, profesional, komunikatif, serta berorientasi pada kualitas pelayanan. Penelitian ini menyimpulkan bahwa keberhasilan *Impression Management* berawal dari konsistensi tindakan nyata yang dilakukan oleh seluruh internal kafe dalam menerapkan strategi *Impression Management*.

Kata Kunci: *Impression Management*, Citra Positif, Pelanggan, Rolun Coffee & Roastery.

ABSTRACT

Agriфина Oktafiranti: The Implementation of Impression Management at Rolun Coffee & Roastery in Establishing a Positive Corporate Image Among Customers

The rapid growth of the coffee shop industry has intensified competition among businesses in attracting and retaining customers. This condition requires every coffee shop to create a positive impression that strengthens its corporate image in the eyes of customers. Rolun Coffee & Roastery, located in Banjaran, Bandung Regency, is one of the coffee shops that has successfully attracted customers, maintained its business sustainability, and expanded by opening a new branch despite being located outside the main coffee shop business area. This phenomenon indicates the implementation of impression management strategies to establish a positive corporate image among customers.

This study aims to provide an in-depth analysis of the implementation of the Impression Management theory proposed by Edward Jones and Thane S. Pittman at Rolun Coffee & Roastery. The study focuses on understanding how the implementation of Impression Management strategies contributes to establishing a positive corporate image among customers.

The theoretical framework of this study is based on the Impression Management theory developed by Jones and Pittman, which consists of five self-presentation strategies: ingratiation, self-promotion, exemplification, supplication, and intimidation. This theory serves as the analytical framework for examining how Rolun Coffee & Roastery implements impression management to establish a positive corporate image among customers.

This study employed a qualitative descriptive method within a constructivist paradigm. Data were collected through in-depth interviews, observation, documentation, and literature review, and were analyzed using data reduction, data display, and conclusion drawing.

The findings indicate that the consistent implementation of Impression Management has enabled Rolun Coffee & Roastery to establish a positive impression. These strategies have shaped Rolun Coffee & Roastery as a coffee shop and roastery characterized by friendly service, professionalism, effective communication, and a strong commitment to service quality. The study concludes that the successful implementation of Impression Management stems from the consistent actions undertaken by the internal members of the kafe in applying Impression Management strategies.

Keywords: Impression Management, Positive Corporate Image, Customers, Rolun Coffee & Roastery.