

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan strategi komunikasi pemasaran Cafe Galeri Kopi Indonesia Takengon dalam mempertahankan loyalitas pelanggan dengan menggunakan pendekatan teori AIDA (Attention, Interest, Desire, dan Action). Penelitian ini dilatarbelakangi oleh meningkatnya persaingan bisnis cafe yang menuntut pelaku usaha tidak hanya mengandalkan kualitas produk, tetapi juga strategi komunikasi pemasaran yang efektif dalam membangun hubungan jangka panjang dengan pelanggan. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri atas pemilik cafe, barista, pelayan, dan pelanggan. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran Cafe Galeri Kopi Indonesia Takengon telah berjalan efektif jika ditinjau melalui tahapan teori AIDA. Pada tahap *attention*, cafe mampu menarik perhatian konsumen melalui keunikan konsep “ngopi di kebun kopi” serta penyajian kopi Gayo yang memiliki ciri khas lokal. Pada tahap *interest*, ketertarikan konsumen dibangun melalui konsistensi kualitas produk, suasana cafe yang nyaman, serta penyampaian informasi yang menarik melalui media sosial. Tahap *desire* ditandai dengan munculnya keinginan konsumen untuk berkunjung dan menikmati produk secara langsung, yang dipengaruhi oleh pengalaman positif, pelayanan yang ramah, serta nilai yang dirasakan pelanggan. Selanjutnya, pada tahap *action*, konsumen terdorong untuk melakukan pembelian ulang dan merekomendasikan cafe kepada orang lain.

**Kata Kunci:** Strategi Komunikasi Pemasaran, Loyalitas Pelanggan, AIDA, Galeri Kopi Indonesia Takengon.

## **ABSTRACT**

*This study aims to determine and describe the marketing communication strategy of Cafe Galeri Kopi Indonesia Takengon in maintaining customer loyalty using the AIDA (Attention, Interest, Desire, and Action) theory approach. This research is motivated by the increasing competition in the cafe business which requires business actors not only to rely on product quality, but also effective marketing communication strategies in building long-term relationships with customers. This study uses a qualitative method with a descriptive approach. Data collection techniques were carried out through observation, interviews, and documentation. Research informants consisted of cafe owners, baristas, waiters, and customers. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions. The results of the study indicate that Cafe Galeri Kopi Indonesia Takengon's marketing communication strategy has been effective when viewed through the stages of the AIDA theory. At the attention stage, the cafe is able to attract consumers' attention through the unique concept of "having coffee in a coffee garden" and serving Gayo coffee with local characteristics. At the interest stage, consumer interest is built through consistent product quality, a comfortable cafe atmosphere, and the delivery of interesting information through social media. The desire stage is characterized by the emergence of consumer desire to visit and enjoy the product directly, which is influenced by positive experiences, friendly service, and perceived value of customers. Next, at the action stage, consumers are encouraged to make repeat purchases and recommend the cafe to others.*

**Keywords:** *Marketing Communication Strategy, Customer Loyalty, AIDA, Indonesian Coffee Gallery Takengon*