

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran Mol's Coffee melalui Instagram serta hambatan yang dihadapi dalam pelaksanaannya. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap pemilik, karyawan, dan konsumen Mol's Coffee. Hasil penelitian menunjukkan bahwa Mol's Coffee memanfaatkan Instagram sebagai media utama dalam memasarkan produk, harga, tempat, dan promosi melalui berbagai konten visual yang menarik. Aspek place menjadi daya tarik utama dengan konsep angkringan outdoor yang nyaman dan sesuai dengan target pasar mahasiswa serta anak muda. Strategi promosi dilakukan melalui unggahan feed, Instagram Stories, dan interaksi dengan konsumen. Penelitian ini juga menemukan beberapa hambatan, yaitu keterbatasan sumber daya manusia, anggaran promosi, dan perencanaan konten yang belum terstruktur. Selain itu, terdapat hambatan eksternal berupa persaingan antar coffee shop, perubahan algoritma Instagram, perubahan perilaku konsumen, dan kondisi ekonomi. Meskipun menghadapi berbagai hambatan, Instagram tetap berperan penting dalam membangun kesadaran merek dan menarik minat konsumen untuk berkunjung ke Mol's Coffee.

Kata Kunci: strategi komunikasi pemasaran, Instagram, coffee shop, Mol's Coffee.

ABSTRACT

This study aims to identify the marketing communication strategy of Mol's Coffee through Instagram and the obstacles encountered in its implementation. This research employed a qualitative method with a descriptive approach. Data were collected through observation, interviews, and documentation involving the owner, employees, and customers of Mol's Coffee. The results show that Mol's Coffee utilizes Instagram as its primary marketing medium to promote products, prices, place, and promotional activities through attractive visual content. The place aspect becomes the main attraction, highlighting the outdoor angkringan concept that provides a comfortable atmosphere and suits the preferences of students and young people. Promotional activities are carried out through Instagram feeds, stories, and interactions with customers. The study also found several obstacles, including limited human resources, promotional budget constraints, and the lack of structured content planning. In addition, external challenges include competition among coffee shops, changes in Instagram's algorithm, shifting consumer behavior, and economic conditions. Despite these challenges, Instagram plays an important role in building brand awareness and attracting customers to visit Mol's Coffee.

Keywords: *marketing communication strategy, Instagram, coffee shop, Mol's Coffee.*