ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran yang diterapkan oleh *Coffee Shop Goodhands* dalam menarik minat konsumen. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi. Informan dalam penelitian ini terdiri dari pemilik, karyawan, dan konsumen *Coffee Shop Goodhands.* Analisis penelitian dilakukan untuk melihat penerapan strategi komunikasi serta respons konsumen pada setiap tahapan model AISAS.

Hasil penelitian menunjukkan bahwa strategi komunikasi *Coffee Shop Goodhands* telah dilaksanakan secara terencana melalui unsur komunikator, pesan, media, komunikan, dan efek komunikasi. Instagram digunakan sebagai media komunikasi utama dalam menyampaikan informasi mengenai produk, suasana *coffee shop*, promosi, dan berbagai *event.* Berdasarkan model AISAS, tahap *Attention, Interest*, dan *Search* telah berjalan dengan cukup baik. Perhatian konsumen dibangun melalui konten visual, menu s*ignature*, suasana *coffee shop*, serta publikasi *event*. Ketertarikan konsumen terbentuk melalui konsep tempat, kualitas produk, suasana yang nyaman, pelayanan, dan kegiatan rutin. Selanjutnya, konsumen mencari informasi melalui Instagram mengenai lokasi, menu, harga, jam operasional, dan *event* sebelum berkunjung.

Pada tahap *Action* dan *Share*, strategi komunikasi telah berjalan, tetapi masih terdapat aspek yang perlu dioptimalkan karena belum sepenuhnya memberikan dampak yang signifikan terhadap peningkatan jumlah kunjungan konsumen. Sebagian konsumen telah membagikan pengalaman melalui Instagram *Story*, unggahan foto, video, dan rekomendasi secara langsung. Dengan demikian, strategi komunikasi *Coffee Shop Goodhands* telah mencerminkan seluruh tahapan AISAS, namun optimalisasi pada tahap *Action* dan *Share* masih diperlukan untuk meningkatkan minat kunjungan konsumen secara lebih konsisten.

Kata kunci: Strategi Komunikasi, Komunikasi Pemasaran, *Coffee Shop*, Minat Konsumen, AISAS.

ABSTRACT

This study aims to analyze the marketing communication strategy implemented by Goodhands Coffee Shop in attracting consumer. This research uses a qualitative approach with a descriptive method. Data were obtained through observation, interviews, and documentation. The informants in this study consisted of the owner, employees, and consumers of Goodhands Coffee Shop. The analysis was conducted to examine the implementation of the communication strategy and consumer responses at each stage of AISAS.

The results show that the communication strategy of Goodhands Coffee Shop has been implemented in a planned manner through the elements of communicator, message, media, audience, and communication effects. Instagram is used as the main communication medium to provide information about products, the coffee shop atmosphere, promotions, and various events. Based on the AISAS theory, the Attention, Interest, and Search stages have been implemented quite well. Consumer attention is built through visual content, signature menu items, the coffee shop atmosphere, and event promotions. Consumer interest is developed through the venue concept, product quality, comfortable atmosphere, service, and regular activities. Furthermore, consumers search for information through Instagram regarding the location, menu, prices, operating hours, and events before visiting.

At the Action and Share stages, the communication strategy has been implemented, but several aspects still need to be optimized because they have not fully had a significant impact on increasing the number of consumer visits. Some consumers have shared their experiences through Instagram Stories, photo and video posts, as well as direct recommendations. Thus, the communication strategy of Goodhands Coffee Shop reflects all stages of AISAS; however, optimization at the Action and Share stages is still needed to increase consumer visit interest more consistently.

Keywords: *Communication Strategy, Marketing Communication, Coffee Shop, Consumer Interest, AISAS.*