



STRATEGIC COMMUNICATION AND MARKETING OF TEDO COFFEE SHOP IN ATTRACTING CUSTOMERS

Maulady Rachman Julian¹, Gogi Kurniawan²

Sekolah Tinggi Ilmu Ekonomi Yapan^{1,2}

Jl. Gn. Anyar Indah No.E 150-154,

Gumung Anyar, Surabaya, Jawa Timur 60295

Email: mauladyrj@gmail.com,¹ gogi@stieyapan.ac.id²

ABSTRACT

This study analyzes the communication and marketing strategies implemented by Tedo Coffee Shop in attracting customer interest amidst the intense coffee shop competition in Sampang. The purpose is to describe and analyze how Tedo Coffee Shop designs and applies its communication and marketing strategies, and how both synergistically contribute to building customer interest. Using a qualitative descriptive approach, data were collected through in-depth interviews with the owner, manager, and several baristas, direct observation of communication and marketing activities at the café and on digital platforms, as well as analysis of relevant internal documentation. The unit of analysis is Tedo Coffee Shop as a business entity. The findings reveal that Tedo Coffee Shop utilizes an active social media strategy, particularly on Instagram, to build brand awareness and create an appealing image among young customers. Communication is also strengthened through direct, personal interactions between baristas and customers. Meanwhile, the marketing strategy focuses on offering unique coffee and non-coffee products, competitive pricing, and creating a cozy, Instagrammable café atmosphere to encourage positive customer experiences. The combination of strong visual communication and attractive marketing offerings has proven effective in attracting new customers and retaining existing ones. In conclusion, effective digital communication and marketing strategies centered on customer value and experience are key to Tedo Coffee Shop's success in a dynamic market. The study recommends continued innovation in digital content and product offerings to maintain competitiveness.

Keywords: *CommunicationStrategy, MarketingStrategy, CustomerInterest, Tedo Coffee Shop, Brand Awareness*

A. INTRODUCTION

The business landscape in Indonesia has undergone a significant transformation, particularly in the coffee shop industry, which has grown rapidly and gained popularity across the country. With the increasing number of coffee shops, business competition has intensified, prompting entrepreneurs to adopt various marketing strategies. In today's modern era, technology plays a major role, providing business owners with digital tools to market their products and seize business opportunities. This trend is further supported by the growing public interest in exploring various coffee types from across the Indonesian archipelago. Additionally, people are increasingly drawn to new coffee shop experiences, expanding their references on coffee varieties. As lifestyle shifts turn leisure activities into essential needs, many entrepreneurs are drawn to the coffee shop business, which aligns well with the urban lifestyle. A cozy atmosphere, high-quality menu options, and appealing facilities are key reasons why customers choose coffee shops.

The rise of coffee shops in Indonesia has attracted a wide range of customers, particularly youth and adults. For today's generation, visiting coffee shops has become a cultural trend and lifestyle, where hanging out while enjoying coffee also fulfills social media needs. This cultural shift contributes to the rapid growth of the coffee industry. Coffee shops vary in their offerings—

some serve only drinks, while others offer snacks or even full meals (Riswara, Wagiman, & Purwadi, 2021). The widespread presence of coffee shops in different regions creates intense market competition, making it essential for businesses to develop effective marketing strategies to secure their market share. A key requirement for success is the ability to attract and retain customers, which demands strong marketing communication strategies that meet consumer needs. Communication strategies aim to generate attention, awareness, and loyalty. These strategies must ensure clarity, completeness, and persuasive messaging (Pratiwi et al., 2018; in Nursyamsi, S., et al., 2023). Given this, communication and marketing strategies are essential in presenting and directing business goals. Tedo Coffee was founded in 2019, offering a variety of unique coffee and non-coffee beverages to attract consumers. Initially located near a prominent private university in Surabaya, its strategic location attracted mainly students. However, the COVID-19 pandemic in 2020 caused Tedo Coffee Shop to close due to a sharp decline in revenue.

Despite this setback, the owner remained committed to growing in the coffee industry. In 2021, Tedo Coffee reopened in Sampang, a small town, with a vision to develop local human resources. Though located in a quiet residential area, Tedo Coffee successfully carved out its own market by applying effective marketing strategies—focusing on educating customers about their products and using social media platforms such as Instagram for promotion. According to research by Ariana (2016), business growth is the responsibility of entrepreneurs, requiring vision, motivation, and creativity. Business development can begin through starting a new venture, partnerships, or franchising—like coffee shops. Success in developing a coffee shop business relies on various aspects, including marketing, human resources, technology, and more. It is important to highlight that well-developed organizational communication programs have a direct and significant impact on increasing sales volume (Forman and Angenti, 2017; in Hartono, B., 2023).

Based on this background, the researcher is interested in exploring competitive strategies among various coffee shops in Sampang. Therefore, the focus of this study is: "Communication and Marketing Strategies of Tedo Coffee Shop in Attracting Customer Interest."

Strategic Communication

Strategic communication refers to the systematic, targeted, and continuous planning of communication to achieve organizational or business goals (Hallahan et al., 2007). In a business context, strategic communication is used to build brand image, create strong relationships with customers, and deliver value-driven messages aligned with the company's identity. The three main objectives of strategic communication include: Generating Attention: Capturing audience interest through engaging and relevant messages. Building Awareness: Consistently delivering information about products or services to enhance brand recognition. Fostering Loyalty: Establishing emotional connections through two-way interaction and quality service. Digital platforms such as social media (Instagram, TikTok, etc.) serve as primary channels in modern communication strategies due to their ability to reach target markets broadly and rapidly (Kaplan & Haenlein, 2010).

Marketing Strategy

Marketing strategy is the process of identifying market needs, developing products/services, and delivering value to customers through a well-structured approach (Kotler & Keller, 2016). It includes four key elements commonly known as the 4Ps (Product, Price, Place, Promotion):

Product : Innovation in coffee types and flavors, as well as attractive menu design.

Price : Competitive pricing aligned with the purchasing power of target customers.

Place : Strategic location and comfortable environment (Instagrammable and customer-friendly).

Promotion : Promotional activities via social media, discounts, collaborations, and events. An effective marketing strategy enhances customer engagement, brand loyalty, and encourages positive word-of-mouth (Kotler & Armstrong, 2018).

Consumer Behavior and Lifestyle

Modern consumers, particularly the younger generation, do not just buy products—they seek experiences. Coffee shops have evolved into social spaces, workplaces, and platforms for identity expression on social media. This aligns with the concept of the experience economy by Pine & Gilmore (1999), where emotional and aesthetic value is integral to marketing strategies.

Integrated Marketing Communication (IMC)

IMC is an approach that integrates all forms of communication and promotion (advertising, sales promotion, digital marketing, public relations, etc.) to deliver a consistent message and reinforce brand image. According to Belch & Belch (2015), IMC is essential for creating brand consistency across all customer touchpoints.

B. RESEARCH METHODOLOGY

This study uses a qualitative approach. Qualitative research methodology is an in-depth approach to understanding social and cultural phenomena from the perspective of research participants. It aims to understand phenomena from the inside, focusing on meaning and context (Creswell, J. W., as cited in Sina, I., 2024). The philosophical foundation of this research method is post-positivism. It is applied to study natural settings (as opposed to experimental ones), where the researcher serves as the key instrument. Data collection is conducted through triangulation techniques (a combination of methods). Data analysis is inductive or qualitative, emphasizing meaning rather than generalization (Muhasor, M., Ilzamudin, I., & Iriyadi, D., 2024).

Qualitative research methods produce descriptive data gathered through observations in written, spoken, or behavioral form from research subjects. This descriptive or narrative data emerges from the researcher's exploration and interpretation of the social environment being studied. Hence, this concept forms the basis of the qualitative research approach. Qualitative research also has the following key characteristics: Meaning: Qualitative researchers emphasize the meaning individuals or events hold. Participants are identified based on their own perspectives. Inductive: Researchers develop concepts, insights, and understanding based on field data. Research evolves from empirical facts through verification and exploration, involving documentation, analysis, reporting, and synthesis of findings. Theory is built from complex field data. Holistic: Research data is examined holistically and in-depth. Individuals, settings, or groups are not reduced to variables but viewed as complete entities. Researchers study participants' historical and social contexts. Natural: Research is conducted in natural settings. Researchers interact naturally with participants and behave as participants to understand the social phenomena being studied. Perspective: In qualitative research, all perspectives are worth studying. The goal is to examine how things appear from various viewpoints (Taylor, Bogdan, et al., as cited in Waruwu, M., 2024).

This study uses a case study design. The qualitative case study method is specifically used to investigate contemporary phenomena within real-life contexts. This method allows the researcher to explore the subject and object of study more deeply. Field observations are conducted intensively, capturing existing phenomena, collecting extensive data, and analyzing it. Researchers must understand the subject's perspective, making the study highly dependent on participants' experiences, knowledge, and opinions. Conclusions are drawn based on the collected data as concrete evidence, thus ensuring the study's validity.

This research was conducted at Tedo Coffee Shop, aiming to examine how Tedo Coffee implements communication and marketing strategies to attract customers. Qualitative data collection was carried out through several techniques, including interviews, observations, documentation, and focus group discussions. Conceptually, data collection techniques in qualitative research are explained by Yin (2016, as cited in Waruwu, 2024).

This research is qualitative in nature. Qualitative research is descriptive and tends to use analytical methods, emphasizing processes and meaning. Theoretical frameworks serve as guides to ensure the research focus aligns with field realities. Qualitative data analysis is a method for interpreting the meaning of non-numeric information by identifying themes and patterns. This allows the researcher to gain deeper understanding and draw accurate conclusions.

C. RESEARCH RESULTS AND DISCUSSION

In this research, I was assisted by several informants who provided me with more detailed explanations regarding "The Communication and Marketing Strategies of Tedo Coffee Shop in Attracting Customer Interest." The researcher used interviews, observations, documentation, and intuition (feeling) as the main research methods to deeply analyze and discuss the collected data, with the informants selected purposively (intentional data collection). This research process was conducted over a period of one month. There were two (2) main informants involved in the study: M. Huda Refiansyah (Owner of Tedo Coffee) and Ryian Firman Maulidy (Barista).

In addition to the informants above, there were also 51 respondents. The research findings were obtained through interview techniques and questionnaires, using the informants as the source of data, along with direct field documentation, which was then analyzed. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words derived from the observed individuals or behaviors. The stages undertaken during this research included the following:

Preparing the interview question draft

At this stage, the researcher developed an interview guide to ensure that the interviews remained aligned with the research objectives. This guide was prepared not only based on the study's aims but also on relevant theoretical frameworks. The guide contained basic questions that would later develop during the actual interviews. The purpose of drafting the interview questions beforehand was to make it easier for informants to understand and respond appropriately during the interviews.

Conducting interviews

In the next stage, the researcher reached an agreement with the informants regarding the time and place for the interviews, based on the prepared interview guide. If in-person interviews were not possible, the researcher made immediate efforts to take notes or record the interview. Before conducting the interviews, the researcher asked the informants for their consent. Once the informants agreed, the researcher finalized the time and location. During the interviews, the initial questions could evolve naturally based on the informants' responses.

Conducting observations

Alongside interviews, this research also used observation methods. The researcher directly observed field activities related to communication and marketing strategies of the coffee shop, both on-site and through social media.

Transferring research data

After conducting interviews and observations, the researcher transferred the research data into a systematic list of all the questions posed to the informants. The data, obtained through in-depth interviews, was noted and recorded. The researcher then reviewed and listened carefully to the recordings to ensure a thorough understanding of the information collected.

Describing the interview results

This stage involved presenting the findings obtained from the field — analyzing the data and information derived from interviews and observations. The researcher then described, analyzed, and interpreted the data in line with the steps outlined in the methodology section. The goal was to explain the results of the interviews, based on the real answers given by the informants, whether obtained through formal or informal interactions.

Analyzing the interview data

The analysis was focused on the main theme of the study. The researcher analyzed the results of the interviews based on an understanding of what the informants revealed. The collected data was grouped, and the researcher attempted to comprehend it as a whole by identifying key themes and keywords. This helped the researcher uncover the experiences, problems, and dynamics that occurred during the research process.

To obtain information related to the research, the researcher conducted interviews with predetermined informants. These interviews were conducted in Sampang City. After conducting interviews with the sources the owner and senior barista of Tedo Coffee Shop and performing direct field observations, the researcher was able to analyze the Communication and Marketing Strategies used to attract customer interest. To facilitate discussion on how Tedo Coffee Shop employs these strategies, the interview findings are presented beginning with the interviews with the sole owner and barista of the shop.

Established in 2021, Tedo Coffee Shop is located in Sampang City, specifically in a remote area within a housing complex. It was founded during the recovery period after the widespread COVID-19 outbreak, at a time when operational businesses were discouraged from creating public gatherings. People were looking for safer, quieter places, and this led to the founding of Tedo Coffee Shop in the suburbs. Initially, only close friends knew about its location, but word spread through word-of-mouth communication. The communication and marketing strategies applied directly in the field at Tedo Coffee Shop are as follows:

According to the interview with the owner, he stated: "With a simple concept, Tedo Coffee Shop relies on a rented house with a modest home theme, surrounded by green plants and a peaceful rice field atmosphere, far from the city's noise. Even though we depend on just a simple house, I was fully confident in making the big decision to open a coffee shop away from the city center. I didn't lose motivation, and I was helped by close friends using strategies quite different from those of other coffee shops in downtown Sampang."

This shows that the owner is highly optimistic in running his business by utilizing a modest location and implementing distinct strategies to develop a modern coffee business including educating customers about coffee and its preparation. From the research, it was identified that Tedo Coffee Shop applies a comprehensive communication strategy involving the identification of communication targets, consideration of situational factors, and the appropriate selection of media, as detailed below:

Identifying Communication Targets

Tedo Coffee Shop demonstrates a deep understanding of its communication target, which serves as the foundation for crafting every promotional message and activity. Target identification includes not only demographics but also behavioral aspects.

Customer Segment Identification

Tedo has successfully identified key customer segments in Sampang. Based on an interview with Huda, the owner: "Most Tedo customers are students and young people aged 18–28 who are looking for an aesthetic and comfortable place to study or socialize. Other segments include office workers aged 25–35 who seek quality coffee to relax after work, and local communities that regularly gather here."

Understanding Customer Needs and Preferences

Tedo actively learns about customer preferences through direct observation and informal interactions. For example, student segments tend to look for places with stable Wi-Fi and affordable prices, while workers prefer good service and rich flavors. This influences menu and facility adjustments.

Customer Persona Development

Tedo has a clear picture of its typical customers, such as students, who are described as digitally literate, active on social media, and looking for a conducive environment for studying

and relaxing. This understanding guides the creation of relevant and engaging content for each group.

1. Utilizing Feedback

Tedo is also very responsive to customer feedback. Through direct conversations with baristas or messages on social media, every comment, whether positive or negative, is treated as valuable input for improving products and services.

2. Situational and Contextual Communication

Tedo Coffee Shop shows flexibility in adjusting its communication strategies to local events in Sampang, such as cultural festivals or national holidays organized by the local government.

3. Adapting to Local Events

Tedo proactively integrates its communication with local events. For example, during cultural festivals or national celebrations, Tedo often offers special promotions or thematic decorations. This is evident in the “Kopi Merdeka” (Independence Coffee) promo during Indonesia’s Independence Day.

4. Responding to Trends and Local Issues

Tedo’s team monitors social media trends and local community discussions. If a drink or snack becomes a trend, Tedo quickly adapts or creates similar variants with their own twist, then promotes it swiftly. They also respond to social issues through posts or collaborations.

5. Handling Criticism and Complaints

Tedo adopts a personal and prompt approach in responding to complaints. Any issues, especially those raised on social media, are addressed quickly with an empathetic tone and concrete solutions like product replacement or discount vouchers for future visits. This aims to turn negative experiences into positive ones and maintain the shop’s reputation.

6. Communication During Busy/Quiet Hours

Tedo also tailors its communication based on operating hours. During peak hours, the focus is on efficient service and quick promo updates. During off-peak hours, Tedo encourages more personal interactions between baristas and customers and promotes a relaxing atmosphere for working or hanging out.

7. Communication Media Selection

The selection of communication media by Tedo Coffee Shop is based on the characteristics of its communication targets and the effectiveness of reach in the Sampang area. Tedo uses a combination of digital and traditional media to maximize impact.

8. Priority on Digital Media – Instagram

Tedo utilizes Instagram as its primary platform for visual promotion and engagement. The uploaded content focuses on product aesthetics, the atmosphere of the shop, and interactions with followers.

9. Use of Local Influencers

Tedo frequently collaborates with local influencers or content creators in Sampang. This approach is effective in building credibility and reaching a broader audience, as recommendations from familiar local figures tend to be more trusted within the community.

Implementation of Strategies to Attract Customer Interest at Tedo Coffee Shop

Tedo Coffee Shop focuses on customer satisfaction and the development of customer loyalty. These two aspects are interconnected and serve as the main pillars in creating sustainable appeal. (Arifin et al., 2023)

Customer Satisfaction

Tedo Coffee Shop understands that customer satisfaction is the foundation for attracting interest and maintaining business continuity. They invest in every aspect of the customer experience to ensure maximum satisfaction. Tedo consistently serves high-quality products, starting from selected coffee beans to food ingredients. Trained baristas ensure

consistency in taste and attractive presentation, which are key advantages in achieving customer satisfaction. (Arifin et al., 2024)

Based on an interview with Mr. Huda, the owner, he stated: “For us, satisfaction starts from the first cup. We make sure the coffee served has the right taste, the atmosphere is comfortable, and the baristas always greet customers with a smile. Many customers say they feel at home at Tedo because the coffee is good and the service is friendly.”

Creating a Community

Tedo Coffee Shop strives to be more than just a coffee shop — it aims to become a community hub. They provide space for local communities in Sampang to hold meetings, workshops, or small events.

From the owner’s interview:

“At Tedo Coffee Shop, we often provide space for communities, such as photographers, to do photo shoots in Sampang, and for gatherings. We also host community events like shared meals, which not only attract people to come, but also make them feel that Tedo is their second home.” By combining strategies that focus on satisfaction in every interaction and programs that build long-term loyalty, Tedo Coffee Shop has succeeded in attracting and retaining customer interest in Sampang. This approach is not just for profit but also serves others.

Communication and Marketing Strategies of Tedo Coffee Shop

According to Huda, the owner, the coffee business cannot be separated from strategic ways of marketing its products. Given that the coffee market targets youth, it is essential to explain the preparation process directly in front of customers. This allows customers to learn how their drinks are made and indirectly educates them about good and quality coffee. From the interview: “I decided to open a coffee shop in my hometown to introduce modern coffee shops to the people of Sampang, where such concepts are not yet well known compared to big cities like Surabaya. I chose this strategy to educate customers directly through the coffee preparation process, especially because people here are often less communicative. I saw this as an opportunity to have a positive impact on the community.”

According to the barista: “This strategy is very effective, thanks to Mas Huda’s success with Tedo Coffee Shop. It has had a positive impact on the people of Sampang. Many locals tend to be reserved when ordering at a coffee shop, so this approach makes it easier for them to communicate. It also teaches them useful knowledge. Most of our customers are students, so this is also a great way to help them practice communication and interaction.” In addition to this, Tedo Coffee Shop markets its products through social media, primarily Instagram and other websites. Huda collaborates with influencers and uses paid advertisements to promote the shop and its offerings. Their Instagram handle is @tedo.id_kopi, where they post many pictures of the menu and the shop, and frequently upload creative video reels about everything happening at Tedo Coffee Shop. From the interview with the owner: “Our strategy for promoting Tedo Coffee Shop is to create special promotions for food and beverage purchases and routinely upload unique content to attract customer interest. This makes it easier to introduce our products and our shop to a wider audience on social media.” Additionally, Tedo Coffee Shop actively participates in local events in Sampang and collaborates with local communities to raise brand awareness. For example, they join “Festipang,” which promotes local MSMEs, and they hold free monthly coffee workshops to build customer loyalty. Huda, the owner, expressed his hopes: “I sincerely hope that through Tedo Coffee Shop, the people of Sampang will gain a deeper understanding of modern coffee and that our place can serve as a useful platform to enhance local human resources.”

Discussion on Communication and Marketing Strategies of Tedo Coffee Shop in Attracting Customer Interest

This research process was conducted to develop and maintain a strategic direction aligned with objectives and diverse resources in response to changing marketing opportunities. With the

increasing number of coffee shops in Indonesia, competition has intensified, prompting business owners to implement unique and compelling strategies. Many entrepreneurs now utilize communication and social media for marketing -Tedo Coffee Shop included, employing direct communication approaches with customers and effective product marketing strategies.

The marketing revolution has influenced everyone involved in marketing and promotion. Many companies now realize that they must change how they market and promote their products and services. They can no longer rely on a single communication instrument but must use every available means to convey their product messages to their target consumers.

From the analysis, researchers found alignment with the theory of communication strategy applied at Tedo Coffee Shop. Communication strategy is a combination of communication planning and communication management to achieve a goal. For communication strategies to be effective, various components and influencing factors must be considered, including frame of reference, situational factors, media selection, message objectives, and the communicator's role. A successful communication strategy determines the effectiveness of communication activities and is crucial in delivering messages to the public. (Rahma, N. I., et al., 2021). The findings also support previous studies with similar theories in marketing communication strategy. Marketing communication strategies can positively influence businesses by creating strong brand recognition and establishing effective communication with consumers — ultimately attracting them to make purchases. Marketing communication can be conducted through various channels, including print and digital media. Essentially, strategy is a blend of planning and management aimed at achieving a goal. It not only serves as orientation but also guides operational tactics. (Umami, 2018)

Based on the researcher, this promotional mix theory aligns with the theory proposed by Kotler, P. & Armstrong, G. (2008), and is reflected in the strategies implemented by Tedo Coffee Shop to support its product marketing and sales efforts. The sales promotion mix includes offering product bundles and price discounts, as well as organizing events or activities at Tedo Coffee Shop. With these promotional mix strategies, Tedo Coffee Shop is expected to measure the impact on its target objectives.

D. CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the research and discussion conducted, the following conclusions can be drawn:

1. **Effective Communication Strategy:**
Tedo Coffee Shop has successfully implemented a comprehensive communication strategy, starting from identifying the target audience, considering local situations, to choosing the appropriate communication media. Utilizing social media such as Instagram and collaborating with local influencers has proven effective in reaching young consumers in Sampang City.
2. **Innovative and Personal Marketing Approach:**
By combining an educational approach (explaining the coffee-making process directly) and an emotional approach (creating a 'second home' atmosphere), Tedo fosters strong customer loyalty and satisfaction.
3. **Focus on Experience and Community:**
In addition to offering quality products, Tedo Coffee Shop provides a pleasant experience through friendly service, a comfortable ambiance, and community-focused events. This adds value and builds a strong connection between the customers and the brand.
4. **Implementation of Promotional Mix:**

Tedo applies three components of Kotler's promotional mix: advertising, sales promotions (discounts and bundling), and events/experiential marketing. These strategies help to build brand awareness and increase customer visit frequency.

Suggestions

1. Evaluate and Measure Strategy Impact:
Tedo Coffee Shop should regularly evaluate the effectiveness of its communication and promotional strategies, such as engagement metrics on social media, sales performance during promotions, and customer satisfaction through surveys or feedback.
2. Diversify Promotion Channels:
In addition to Instagram, it is advisable for Tedo to expand its digital presence by utilizing platforms like TikTok or WhatsApp Business to reach a broader segment, especially among younger audiences.
3. Develop Data-Based Loyalty Programs:
Establishing a membership or digital loyalty program can serve as a long-term strategy to retain loyal customers and systematically increase repeat visits.
4. Staff Training and Menu Innovation:
Regular training for baristas and continuous innovation in food and beverage menus will enhance competitiveness and prevent customer fatigue with existing products.
5. Broader Partnerships and Collaborations:
Tedo should seek more collaborations with local communities, schools, or SMEs (small and medium enterprises) to boost brand recognition and contribute positively to the social development of Sampang City.

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