

ABSTRAK

Penelitian ini mengenai “Strategi Komunikasi Pemasaran Melalui Media Sosial Instagram dalam Membangun *Brand image* (Studi Deskriptif Kualitatif pada Akun Kedai Kopi @lumiko.38)”, membahas bagaimana strategi komunikasi pemasaran dijalankan oleh Lumiko.38, sebuah kedai kopi di Kota Bandung yang mengusung konsep *heritage* dan taman terbuka. Media sosial, khususnya Instagram, menjadi alat utama dalam membentuk *brand image* di tengah persaingan industri kopi yang semakin ketat. Penelitian ini bertujuan untuk menganalisis strategi komunikasi, mengidentifikasi hambatan, serta mengevaluasi efektivitas penerapan strategi tersebut.

Metode yang digunakan adalah pendekatan kualitatif dengan studi deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi konten Instagram, serta dokumentasi. Hasil penelitian menunjukkan bahwa strategi komunikasi Lumiko.38 cukup efektif dalam menarik perhatian dan membangun minat audiens melalui konsistensi visual dan naratif. Namun, masih ditemukan hambatan seperti keterbatasan sumber daya manusia, belum sistematisnya evaluasi, serta kurangnya integrasi antara pengalaman offline dan strategi konten online.

Kesimpulannya, strategi komunikasi Lumiko.38 telah membentuk dasar *brand image* yang kuat melalui media sosial, tetapi masih memerlukan penguatan dari sisi perencanaan jangka panjang, pengelolaan tim konten *digital*, serta penerapan *storytelling* berbasis nilai agar mampu menciptakan komunikasi yang lebih strategis, autentik, dan berdampak.

Kata Kunci: Strategi Komunikasi Pemasaran, Instagram, *Brand image*, STP, AIDA, IMC.

ABSTRACT

This research titled “Marketing Communication Strategy Through Instagram in Building Brand image (A Descriptive Qualitative Study on the Coffee Shop Account @lumiko.38)” discusses how Lumiko.38, a coffee shop located in Bandung with a heritage and garden concept, implements its marketing communication strategy. Social media particularly Instagram serves as the primary tool for building brand image in the midst of intense competition within the coffee industry. The study aims to analyze the communication strategies applied, identify encountered obstacles, and evaluate the effectiveness of their implementation.

This research employs a qualitative approach using a descriptive study design. Data collection techniques include in-depth interviews, observation of Instagram content, and documentation. The findings show that Lumiko.38’s communication strategy is fairly effective in attracting attention and generating audience interest through consistent visual and narrative presentation. However, several challenges persist, such as limited human resources, lack of a systematic evaluation process, and weak integration between offline experiences and online content strategy.

In conclusion, Lumiko.38 has established a strong foundation for brand image through social media, yet still requires improvements in long-term planning, digital content team management, and the use of value-based storytelling to develop a more strategic, authentic, and impactful communication approach.

Keywords: *Marketing Communication Strategy, Instagram, Brand image, STP, AIDA, IMC*