

ABSTRACT

*This research is entitled **THE MARKETING COMMUNICATION STRATEGY OF MAKMUR JAYA COFFEE LENGKONG BANDUNG CITY IN ATTRACTING CONSUMER INTEREST.***

The Purpose of this Research is to find out ut the Marketing Communication Strategy of Makmur Jaya Coffee Lengkong Bandung City in Attracting Consumers Interests viewed from four aspects, including Product, Price, Place and Promotion. The Research Method used is a Qualitative Research Method with a Descriptive approach. The theory that used is Marketing Mix Theory from Phillip Kotler. Data Collection Techniques in this Research are by means Literature Studies, Observation, In-depth Interviews, and Documentation.

Through a concept of Marketing Communication and Marketing Mix Theory, it is hoped that an effective marketing strategy communication scheme can be implemented to introduce and market its products so that it will maximize the company's objectives in attracting consumers.

The results obtained from this research are that Makmur Jaya Coffee has succeeded in using the four aspects of the marketing mix to realize the success of marketing communication strategies in attracting consumers interest which is carried out directly or through online media websites and Instagram social media to inform, persuade, and remind consumers about products and service the brands they sell. Makmur Jaya Coffee sells quality products with advantages in terms of quality of raw materials, taste, product or brand name, types of products and packaging design. Makmur Jaya Coffee offers affordable prices. Makmur Jaya Coffee chose Place the strategic location of Lengkong Besar street with the concept of a classic place with indoor and outdoor nuances. Promotions or communication activities carried out by Makmur Jaya Coffee are by providing clear information, creating creative content displays, reposting consumer Instagram story posts every day so that they can continue to be widely spread, as well as conducting personal selling promotions to potential customers carried out by baristas in marketing and provide the best hospitality services in order to achieve consumer loyalty to stimulate word of mouth promotion which aims to increase the number of consumers of Makmur Jaya Coffee.

Keywords: Marketing Communication Strategy, Marketing Mix, Consumer Interest, Makmur Jaya Coffee.