

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pelaksanaan strategi Marketing Viral dalam membangun *Brand Awareness* pada *Coffee Shop* Beda Cerita Coffee. Jenis penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan strategi berupa studi kasus dan *phenomenology* agar memudahkan penelitian dan analisis SWOT untuk mengetahui faktor-faktor penghambat. Teknik pengumpulan data yang dilakukan berdasarkan observasi, wawancara, kuisisioner dan dokumentasi. Maraknya *coffee shop* di kota Bandung dan adanya perubahan metode pemasaran menjadi salah satu fenomena yang terjadi pada *Coffee Shop* Beda Cerita Coffee. dalam upaya membangun *Brand Awareness*, dilakukanlah strategi marketing viral melalui social media berupa Website, Instagram, dan TikTok.

Hasil dari penelitian menunjukkan bahwa strategi marketing viral mampu membangun *brand awareness* pada *coffee shop* Beda Cerita Coffee. Namun masih terdapat faktor penghambat yang perlu dievaluasi kembali oleh *coffee shop* Beda Cerita Coffee. Posisi kompetitif yang dimiliki *Coffee Shop* Beda Cerita Coffee berada pada sel I yaitu *grow and build* dengan nilai IFE dan EFE (3.45-3.70) dengan strategi yang umum digunakan pada posisi tersebut adalah strategi *market penetration* dan *product development*.

Kata kunci : *Marketing Viral, Brand Awareness, Strategi Pemasaran, Analisis SWOT.*

ABSTRACT

This study aims to analyze the implementation of the Viral Marketing strategy in building Brand Awareness at the Beda Cerita Coffee Coffee Shop. The type of research used in this research is descriptive qualitative with strategies in the form of case studies and phenomenology in order to facilitate research and SWOT analysis to determine the inhibiting factors. Data collection techniques were carried out based on observations, interviews, questionnaires and documentation. The rise of coffee shops in the city of Bandung and the change in marketing methods are one of the phenomena that occur at the Beda Cerita Coffee Coffee Shop. In an effort to build Brand Awareness, a viral marketing strategy is carried out through social media in the form of Websites, Instagram, and TikTok.

The results of the study show that the viral marketing strategy is able to build brand awareness at the Beda Cerita Coffee coffee shop. However, there are still inhibiting factors that need to be re-evaluated by the Beda Cerita Coffee coffee shop. The competitive position of the Beda Cerita Coffee Shop is in cell I, namely grow and build with IFE and EFE values (3.45-3.70) with the strategies commonly used in this position are market penetration and product development strategies.

Keywords: Viral Marketing, Brand Awareness, Marketing Strategy, SWOT Analysis.