

ABSTRACT

This study, "MARKETING COMMUNICATION STRATEGY THROUGH INSTAGRAM SOCIAL MEDIA TO MEET CUSTOMER INTERESTS (Qualitative Study on Backspace Coffee Marketing Communication Maintains Customer Interest Through Instagram Account @backspace.coffee)". Seeks to identify the marketing communication strategies used by Backspace Coffee. Qualitative research is used in this study. Through the use of interviews, literature reviews, observations, and documentation, data was gathered. Data reduction strategies, data presentation, and conclusion-drawing are used to examine data validity test methodologies. Advertising, sales promotion, personal selling, public relations and publicity, and direct marketing are the five elements of the IMC (Integrated Marketing Communication) theory that is utilized to support research analysis.

The findings revealed that Backspace Coffee's advertising campaign utilized Instagram social media and online resources, that sales promotion was carried out by offering discounts, trial kit bonuses, and vouchers, that individual sales were carried out by cashiers and baristas personally presenting products to customers, and that direct marketing through social media and the opening of coffee shop stalls in Jatinangor were also utilized. The researcher advises Backspace Coffee to use social media more actively to market with promotional content on Instagram, pay closer attention to facility hygiene, and use Tiktok social media to boost product engagement and sales.

Keywords: *Backspace Coffee, Instagram, Marketing Communication Strategy*