

ABSTRACT

This research focuses on Portacaba coffee shop as an object that emphasizes the marketing communication strategy of portacaba coffee through social media accounts in applying the theory of Segmenting, Targeting, and Positioning to increase consumer purchase interest and maintain a competitive edge in the coffee industry amidst the proliferation of cafés. Additionally, Portacaba coffee shop aims to create a gathering place and a venue for various activities for all groups. The purpose of this research is to understand how the segmentation, targeting, and positioning marketing strategies of Portacaba coffee shop can increase the number of consumers.

This research uses a qualitative method and employs the STP theory, which stands for Segmenting, Targeting, and Positioning. The aim of qualitative research is to obtain primary data sources, which are human words and actions. The data collection technique using triangulation includes interviews, observations, and documentation studies. The researcher intends to elaborate and analyze the data analysis techniques using data reduction and data presentation regarding the marketing communication strategies implemented by the Portacaba coffee shop through the Instagram social media platform. The results of this study inquire about the outcomes regarding the activities of Segmenting, Targeting, and Positioning from the Instagram account @portacaba in conducting marketing communication. Segmenting, Portacaba mapped its audience based on age, location, and behavior, where the majority of its Instagram followers are millennials and Gen Z. Targeting based on the segmentation results, Portacaba identified its main market segment or target audience, which includes students, schoolchildren, and office workers who have modern interests and a visual aesthetic lifestyle. Positioning, Portacaba positions its coffee shop as consumer-friendly and distinctive, featuring a mix of origins that blends different coffee beans. Additionally, Portacaba communicates with customers in a casual and playful manner, whether on Instagram or with those who visit the shop.

Keywords: *Marketing Communication Strategy, Segmenting, Targeting, Positioning, Portacaba Coffee Shop, Consumers*