

ABSTRAK

Persaingan bisnis coffee shop di Kota Bandung yang semakin ketat menuntut pelaku usaha memiliki strategi komunikasi pemasaran yang efektif melalui media sosial, khususnya Instagram. Penelitian ini bertujuan mengkaji strategi komunikasi pemasaran Cafe Kopi Kisah Manis melalui akun Instagram @kopikisahmanis. Kajian ini dilandasi oleh Teori Content Marketing (Pulizzi, 2012, 2013; Content Marketing Institute, 2016; Lieb, 2011) yang dioperasionalkan menggunakan kerangka RACE-Reach, Act, Convert, Engage-dari Chaffey dan Ellis-Chadwick (2019). Penelitian menggunakan metode kualitatif dengan paradigma konstruktivisme dan pendekatan studi kasus. Data digali melalui studi kepustakaan, observasi, dan wawancara mendalam kepada informan kunci, informan pendukung, dan informan akademik, yang kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan, serta diperiksa keabsahannya dengan triangulasi. Hasil penelitian menunjukkan bahwa Kopi Kisah Manis menjangkau audiens baru melalui fitur Reels, konsistensi estetika visual, dan hashtag strategis; mendorong interaksi awal lewat konten informatif-emosional dan call-to-action organik; mengonversi audiens melalui konten produk dan promosi bernilai tambah; serta membangun keterlibatan jangka panjang lewat responsivitas, konsistensi posting, dan dorongan user-generated content. Keempat dimensi RACE ini terbukti bersifat siklikal, bukan linear. Penelitian menyimpulkan bahwa Teori Content Marketing dan kerangka RACE relevan diterapkan pada UMKM kuliner di Indonesia.

Kata Kunci: Komunikasi pemasaran, content marketing, Instagram, kerangka RACE, coffee shop

ABSTRACT

The increasingly fierce competition among coffee shops in Bandung requires business owners to adopt effective marketing communication strategies via social media, particularly Instagram. This study aims to examine the marketing communication strategy of Cafe Kopi Kisah Manis through its Instagram account, @kopikisahmanis. The study is grounded in Content Marketing Theory (Pulizzi, 2012, 2013; Content Marketing Institute, 2016; Lieb, 2011) and operationalized using the RACE framework—Reach, Act, Convert, Engage—developed by Chaffey and Ellis-Chadwick (2019). The research employs a qualitative method within a constructivist paradigm and a case study approach. Data were gathered through literature reviews, observation, and in-depth interviews with key, supporting, and academic informants. The data were subsequently analyzed through reduction, presentation, and conclusion-drawing, with validity verified via triangulation. The results indicate that Kopi Kisah Manis reaches new audiences through Reels, visual aesthetic consistency, and strategic hashtags; fosters initial interaction via informative-emotional content and organic calls to action; drives audience engagement through product content and value-added promotions; and builds long-term engagement through responsiveness, posting consistency, and the encouragement of user-generated content. These four RACE dimensions proved to be cyclical rather than linear. The study concludes that Content Marketing Theory and the RACE framework are relevant for application to culinary MSMEs in Indonesia.

Keywords: Marketing communication, content marketing, Instagram, RACE framework, coffee shop

RINGKESAN

Kompetisi anu beuki sengit di antara warung kopi di Bandung ngabutuhkeun para pamilik usaha pikeun ngadopsi strategi komunikasi pamasaran anu efektif ngalangkungan média sosial, khususna Instagram. Panilitian ieu bertujuan pikeun nalungtik strategi komunikasi pamasaran Cafe Kopi Kisah Manis ngalangkungan akun Instagram-na, @kopikisahmanis. Panilitian ieu didasarkeun kana Téori Pamasaran Eusi (Pulizzi, 2012, 2013; Content Marketing Institute, 2016; Lieb, 2011) sareng dioperasionalkeun nganggo kerangka RACE—Reach, Act, Convert, Engage—anu dikembangkeun ku Chaffey sareng Ellis-Chadwick (2019). Panilitian ieu nganggo metode kualitatif dina paradigma konstruktivis, ngagunakeun pendekatan studi kasus. Data dikumpulkeun ngalangkungan tinjauan literatur, observasi, sareng wawancara anu jero sareng informan konci, pendukung, sareng akademik. Data salajengna dianalisis ngalangkungan réduksi, presentasi, sareng penarikan kacindekan, kalayan validitas diverifikasi ngalangkungan triangulasi. Hasilna nunjukkeun yén Kopi Kisah Manis ngahontal pamiarsa énggal ngalangkungan Reels, konsistensi estetika visual, sareng hashtag strategis; Ngaronjatkeun interaksi awal ngaliwatan eusi informatif-émosional sareng ajakan-ka-aksi organik; ngarobah pamiarsa ngaliwatan eusi produk sareng promosi nilai tambah; sareng ngawangun keterlibatan jangka panjang ngaliwatan résponsif, konsistensi postingan, sareng dorongan eusi anu dihasilkeun ku pangguna. Opat diménsi RACE ieu kabuktian siklikal tinimbang linier. Panilitian ieu nyimpulkeun yén Téori Pamasaran Eusi sareng kerangka RACE relevan pikeun aplikasi pikeun UMKM kuliner di Indonésia.

Kecap Kunci: Komunikasi pamasaran, pamasaran eusi, Instagram, kerangka RACE, warung kopi.