

ABSTRAK

Penelitian ini berjudul Strategi Komunikasi Pemasaran Fotobox Fotosnaps dalam Menarik Minat Konsumen di Kota Bandung. Penelitian ini bertujuan untuk mengkaji strategi komunikasi pemasaran yang dilakukan Fotosnaps dalam membangun ketertarikan konsumen melalui saluran komunikasi online dan offline, serta melihat konsistensi pesan yang disampaikan pada kedua saluran tersebut dengan menggunakan konsep *Integrated Marketing Communication* (IMC). Konsep IMC dalam penelitian ini mencakup *advertising*, *sales promotion*, *public relations and publicity*, *direct marketing*, *interactive marketing*, dan *word of mouth marketing*. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus dan paradigma konstruktivis. Data penelitian diperoleh melalui wawancara mendalam, observasi, dan dokumentasi yang melibatkan pihak internal Fotosnaps serta konsumen sebagai informan. Selanjutnya, data dianalisis menggunakan model Miles dan Huberman yang meliputi proses reduksi data, penyajian data, serta penarikan dan verifikasi kesimpulan. Hasil penelitian menunjukkan bahwa Fotosnaps menjalankan strategi komunikasi pemasaran dengan mengintegrasikan enam aspek IMC. Pada aspek *advertising*, Fotosnaps memanfaatkan Instagram, TikTok, serta media promosi yang terdapat di outlet. *Sales promotion* dilakukan melalui berbagai bentuk penawaran, seperti bundling, diskon, hadiah, dan promosi yang disesuaikan dengan momentum tertentu. *Public relations and publicity* diterapkan melalui pemberian pelayanan yang baik, komunikasi dengan konsumen, penanganan keluhan, serta perhatian terhadap privasi pelanggan. Sementara itu, *direct marketing* dilakukan melalui Instagram Direct Message dan WhatsApp, sedangkan *interactive marketing* diwujudkan melalui interaksi seperti *question box*, *giveaway*, respons terhadap konsumen, serta penerimaan kritik dan saran. Adapun *word of mouth marketing* terbentuk melalui rekomendasi dari jaringan *event* maupun pengalaman konsumen setelah menggunakan layanan Fotosnaps. Saluran online digunakan untuk memperkenalkan merek, memberikan informasi dan promosi, serta membangun interaksi dengan konsumen, sedangkan saluran offline berfungsi memperkuat informasi melalui pengalaman dan pelayanan secara langsung. Konsistensi komunikasi pemasaran ditunjukkan melalui kesesuaian informasi mengenai layanan, harga, paket, dan promosi antara saluran online dan offline. Dengan demikian, penerapan keenam aspek IMC yang didukung oleh integrasi saluran online dan offline berperan dalam memperkenalkan layanan, membangun hubungan dengan konsumen, menciptakan citra positif, serta menumbuhkan minat konsumen terhadap Fotosnaps.

Kata Kunci: **Strategi Komunikasi Pemasaran, *Integrated Marketing Communication*, Fotosnaps, Fotobox, Minat Konsumen.**

ABSTRACT

This study is entitled “Marketing Communication Strategy of Fotosnaps Photo Booths in Attracting Consumers in Bandung.” The study aims to examine the marketing communication strategy implemented by Fotosnaps in generating consumer interest through online and offline communication channels, as well as to examine the consistency of the messages conveyed through both channels using the concept of Integrated Marketing Communication (IMC). The IMC concept applied in this study consists of advertising, sales promotion, public relations and publicity, direct marketing, interactive marketing, and word of mouth marketing. This study employs a qualitative approach with a case study design and a constructivist paradigm. Data were collected through in-depth interviews, observation, and documentation involving Fotosnaps’ internal personnel and consumers as research informants. The data were then analyzed using the Miles and Huberman model, which consists of data reduction, data presentation, and conclusion drawing and verification. The findings indicate that Fotosnaps implements its marketing communication strategy by integrating six aspects of IMC. In terms of advertising, Fotosnaps utilizes Instagram, TikTok, and promotional media available at its outlets. Sales promotion is implemented through various offers, including bundling, discounts, gifts, and promotions adjusted to particular occasions. Public relations and publicity are carried out through good customer service, communication with consumers, complaint handling, and attention to customer privacy. Meanwhile, direct marketing is conducted through Instagram Direct Message and WhatsApp, while interactive marketing is implemented through interactions such as question boxes, giveaways, responses to consumers, and the acceptance of feedback and suggestions. Word of mouth marketing develops through recommendations from event networks and consumer experiences after using Fotosnaps’ services. Online channels are used to introduce the brand, provide information and promotional offers, and establish interaction with consumers, while offline channels function to strengthen information through direct experiences and services. The consistency of marketing communication is demonstrated through the alignment of information regarding services, prices, packages, and promotions across online and offline channels. Therefore, the implementation of the six IMC aspects, supported by the integration of online and offline communication channels, contributes to introducing the services, building relationships with consumers, creating a positive brand image, and generating consumer interest in Fotosnaps.

Keywords: *Marketing Communication Strategy, Integrated Marketing Communication, Fotosnaps, Photo Booth, Consumer Interest.*