



ABSTRAK

STRATEGI KOMUNIKASI COFFEE SHOP SATUPERTIGA MALAM DALAM MENARIK PELANGGAN MELALUI KONTEN INSTAGRAM @SATUPERTIGAMALAM_

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Perkembangan media sosial telah mengubah pola komunikasi bisnis, termasuk dalam industri coffee shop. Instagram menjadi salah satu platform strategis yang digunakan untuk membangun identitas brand, menarik perhatian konsumen, serta menciptakan interaksi yang partisipatif. Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang diterapkan oleh coffee shop Satupertiga Malam melalui konten Instagram @satupertigamalam_ dalam menarik pelanggan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam dengan pengelola akun, observasi terhadap konten Instagram, serta dokumentasi unggahan media sosial. Hasil penelitian dianalisis menggunakan model The Circular Model of SOME (Share, Optimize, Manage, Engage) yang dikembangkan oleh Regina Luttrell (2022). Temuan menunjukkan bahwa strategi komunikasi Satupertiga Malam tidak hanya fokus pada promosi produk, tetapi membangun keterlibatan emosional dengan audiens melalui narasi visual yang konsisten, interaksi informal, serta partisipasi pengikut. Pada tahap Share, brand menunjukkan identitas visual dan nilai emosional melalui konten suasana dan gaya bahasa yang hangat. Pada tahap Optimize, pengelola mengadaptasi konten berdasarkan interaksi dan kebutuhan followers. Tahap Manage ditandai dengan monitoring sederhana dan respon cepat terhadap pertanyaan pelanggan. Terakhir, tahap Engage dijalankan dengan menggandeng influencer, memanfaatkan insight audiens, serta menciptakan ruang interaksi yang aktif melalui fitur Story dan Reels. Kesimpulan dari penelitian ini menunjukkan bahwa komunikasi yang dibangun oleh Satupertiga Malam bersifat partisipatif, emosional, dan adaptif terhadap perilaku digital audiens, yang berkontribusi terhadap terbentuknya keterlibatan jangka panjang antara brand dan pelanggan. Penelitian ini diharapkan menjadi referensi bagi pelaku usaha lokal dalam mengoptimalkan strategi komunikasi digital melalui media sosial, khususnya Instagram.

Kata Kunci: Strategi Komunikasi, Instagram, Media Sosial, Coffee Shop, Customer Engagement, Model SOME

ABSTRACT

SOCIAL MEDIA COMMUNICATION STRATEGY OF SATUPERTIGA MALAM COFFEE SHOP IN ATTRACTING CUSTOMERS TROUGH INSTAGRAM CONTENT @SATUPERTIGAMALAM_

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The development of social media has transformed business communication patterns, including in the coffee shop industry. Instagram has become a strategic platform used to build brand identity, attract consumer attention, and create participatory interactions. This study aims to analyze the communication strategy implemented by the coffee shop Satupertiga Malam through its Instagram account @satupertigamalam_ to attract customers. This study used a descriptive qualitative approach with a constructivist paradigm. Data collection techniques included in-depth interviews with the account manager, observation of Instagram content, and documentation of social media posts. The results were analyzed using the Circular Model of SOME (Share, Optimize, Manage, Engage) developed by Regina Luttrell (2022). The findings indicate that Satupertiga Malam's communication strategy focuses not only on product promotion but also on building emotional engagement with the audience through a consistent visual narrative, informal interactions, and follower participation. In the Share phase, the brand demonstrates its visual identity and emotional value through content with a warm atmosphere and language style. In the Optimize stage, managers adapt content based on follower interactions and needs. The Manage stage is characterized by simple monitoring and quick responses to customer inquiries. Finally, the Engage stage involves partnering with influencers, leveraging audience insights, and creating an active interaction space through the Stories and Reels features. The conclusion of this study indicates that Satupertiga Malam's communication is participatory, emotional, and adaptive to audience digital behavior, contributing to the formation of long-term engagement between the brand and customers. This research is expected to serve as a reference for local businesses in optimizing their digital communication strategies through social media, particularly Instagram.

Keywords: *Communication Strategy, Instagram, Social Media, Coffee Shop, Customer Engagement, SOME Model*