



ABSTRAK

STRATEGI KONTEN ROCKWOOD COFFEE DI INSTAGRAM UNTUK MENINGKATKAN DAYA TARIK KONSUMEN MENGGUNAKAN TEORI THE CIRCULAR MODEL OF SOME

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Penelitian ini membahas strategi pemasaran Rockwood Coffee di media sosial, khususnya Instagram, dengan menggunakan teori *The Circular Model Of Some*. Penelitian ini bertujuan untuk menganalisis elemen-elemen kunci dalam strategi pemasaran yang meliputi Share, Optimize, Manage, dan Engage, melalui pendekatan kualitatif deskriptif. Metode pengumpulan data dilakukan melalui observasi langsung terhadap akun Instagram Rockwood Coffee, wawancara semi terstruktur dengan pihak internal, dan analisis dokumentasi visual serta teks. Hasil penelitian menunjukkan bahwa Rockwood Coffee menerapkan strategi konten yang terencana dan adaptif, dengan unggahan visual berkualitas tinggi dan interaksi aktif dengan pengikut, memperhatikan pelanggan dengan cepat merespon pesan DM. Konsistensi dalam pengelolaan citra merek, penggunaan hashtag yang relevan, dan respons terhadap tren terkini menjadi faktor kunci keberhasilan mereka. Penerapan strategi ini terbukti efektif dalam meningkatkan daya tarik konsumen, yang terlihat dari peningkatan jumlah interaksi dan pengikut. Penelitian ini memberikan wawasan berharga bagi bisnis lain di industri kuliner dan coffee shop dalam merancang strategi konten Instagram yang efektif untuk mencapai tujuan pemasaran.

Kata Kunci: Instagram, Rockwood Coffee, Strategi, Daya Tarik Konsumen, The Circular Model Of Some

ABSTRACT

THE CONTENT STRATEGY OF ROCKWOOD COFFEE ON INSTAGRAM TO ENHANCE CONSUMER ATTRACTION USING THE CIRCULAR MODEL OF SOME THEORY

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This research discusses the marketing strategy of Rockwood Coffee on social media, particularly Instagram, using the Circular Model of Some theory. The study aims to analyze the key elements in the marketing strategy, which include Share, Optimize, Manage, and Engage, through a descriptive qualitative approach. Data collection methods were conducted through direct observation of Rockwood Coffee's Instagram account, semi-structured interviews with internal parties, and analysis of visual and textual documentation. The results indicate that Rockwood Coffee implements a planned and adaptive content strategy, featuring high-quality visual posts and active interaction with followers, while promptly responding to customer direct messages. Consistency in brand image management, the use of relevant hashtags, and responsiveness to current trends are key factors in their success. The application of this strategy has proven effective in enhancing consumer appeal, as evidenced by the increase in interaction and follower count. This research provides valuable insights for other businesses in the culinary and coffee shop industry in designing effective Instagram content strategies to achieve their marketing goals.

Keywords: *Instagram, Rockwood Coffee, Strategy, Consumer Appeal, The Circular Model Of Some*