



ABSTRAK

STRATEGI KOMUNIKASI DIGITAL *COFFEE SHOP* HOMEGROUND BY CRSL DALAM MEMBANGUN BRAND IMAGE MELALUI AKUN INSTAGRAM @HOMEGROUND.CRSL

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Penelitian ini bertujuan untuk mengetahui strategi komunikasi digital yang dilakukan oleh *Coffee shop* Homeground by Crsl dalam membangun brand image melalui akun Instagram @homeground.crsl. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan analisis *The Circular Model of SOME (Share, Optimize, Manage, Engage)* yang dikembangkan oleh Regina Luttrell. Data dikumpulkan melalui wawancara mendalam dengan tim humas Homeground by Crsl, observasi langsung pada akun Instagram, serta dokumentasi visual dari berbagai unggahan dan laporan media sosial. Hasil penelitian menunjukkan bahwa pada tahap *Share*, Homeground by Crsl membangun keterlibatan dengan audiens melalui konten seperti “*Welcome Home*”, penyusunan persona audiens, serta penyampaian informasi yang ringan dan transparan untuk menumbuhkan kepercayaan publik. Pada tahap *Optimize*, strategi difokuskan pada pemanfaatan umpan balik audiens dan analisis Insight untuk menentukan arah konten yang relevan. Pada tahap *Manage*, pengelolaan dilakukan melalui respons cepat, interaksi langsung, serta pemantauan media secara berkala. Sementara pada tahap *Engage*, Homeground by Crsl memperkuat hubungan dengan publik melalui kolaborasi dan kegiatan yang melibatkan partisipasi audiens, seperti *event tahunan “Home at Last” Secara keseluruhan, strategi komunikasi yang diterapkan oleh Homeground by Crsl melalui Instagram terbukti mampu memperkuat brand image sebagai Coffee shop yang kreatif, dekat dengan audiens, dan relevan dengan gaya hidup anak muda.*

Kata Kunci: strategi komunikasi digital, brand image, instagram, The Circular Model of SOME, coffee shop

ABSTRACT

DIGITAL COMMUNICATION STRATEGY OF HOMEGROUND BY CRSL COFFEE SHOP IN BUILDING BRAND IMAGE THROUGH INSTAGRAM ACCOUNT @HOMEGROUND.CRSL

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This study aims to explore the digital communication strategy implemented by Homeground by CRSL Coffee shop in building its brand image through the Instagram account @homeground.crs. The research applies a qualitative descriptive method using the analytical framework of The Circular Model of SOME (Share, Optimize, Manage, Engage) developed by Regina Luttrell. Data were collected through in-depth interviews with the public relations team of Homeground by CRSL, direct observation of the Instagram account, and documentation of visual content and social media reports. The findings reveal that in the Share stage, Homeground by CRSL builds audience engagement through content such as "Welcome Home," audience persona development, and transparent information delivery to foster public trust. In the Optimize stage, strategies focus on utilizing audience feedback and Instagram Insights to refine content direction. The Manage stage emphasizes quick responses, real-time interaction, and consistent media monitoring. Meanwhile, the Engage stage highlights collaboration and public participation through events such as the annual "Home at Last" anniversary celebration. Overall, the digital communication strategy implemented by Homeground by CRSL through Instagram effectively strengthens its brand image as a creative, audience-oriented coffee shop that aligns with the lifestyle of young consumers.

Keywords: *digital communication strategy, brand image, instagram, The Circular Model of SOME, coffee shop*