



ABSTRAK

STRATEGI KOMUNIKASI PEMASARAN BELLYBELL SWEET & COFFEE DALAM UPAYA MEMBANGUN BRAND IMAGE YANG POSITIF 2025

Veronica Angela Josephine
5191711015

Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran yang diterapkan oleh Bellybell Sweets & Coffee dalam upaya membangun brand image yang positif sebagai coffee shop pendatang baru di Jakarta Selatan. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan dalam penelitian ini terdiri dari pemilik dan dua orang karyawan Bellybell Sweets & Coffee. Hasil penelitian menunjukkan bahwa Bellybell Sweets & Coffee menerapkan lima bauran strategi komunikasi pemasaran, yaitu periklanan (advertising) melalui media sosial Instagram dan media cetak, promosi penjualan (sales promotion) melalui pemberian diskon dan voucher, pemasaran langsung (direct selling) melalui kerja sama dengan marketplace seperti GoFood, GrabFood, dan Tokopedia, penjualan pribadi (personal selling) yang dilakukan oleh barista kepada pelanggan, serta hubungan masyarakat (public relations) melalui metode *word of mouth* dan dukungan influencer. Penerapan strategi komunikasi pemasaran tersebut mampu menciptakan citra merek yang positif, meningkatkan loyalitas pelanggan, serta memperkuat posisi Bellybell Sweets & Coffee di tengah persaingan bisnis coffee shop di Jakarta Selatan.

Kata Kunci: strategi komunikasi pemasaran, brand image, coffee shop, Bellybell Sweets & Coffee

ABSTRACT

BELLYBELL SWEET & COFFEE MARKETING COMMUNICATION STRATEGY IN AN EFFORT TO BUILD A POSITIVE BRAND IMAGE 2025

Veronica Angela Josephine
5191711015

This study aims to identify the marketing communication strategies implemented by Bellybell Sweets & Coffee in building a positive brand image as a new coffee shop in South Jakarta. The research employs a descriptive qualitative method with data collected through interviews, observations, and documentation. The informants consist of the owner and two employees of Bellybell Sweets & Coffee. The findings indicate that Bellybell Sweets & Coffee applies five elements of marketing communication strategy: advertising through social media (Instagram) and print media, sales promotion through discounts and vouchers, direct marketing by collaborating with online marketplaces such as GoFood, GrabFood, and Tokopedia, personal selling conducted by baristas to customers, and public relations through word of mouth and influencer endorsements. The implementation of these strategies has successfully created a positive brand image, increased customer loyalty, and strengthened Bellybell Sweets & Coffee's position amid the competitive coffee shop industry in South Jakarta.

Keywords: *marketing communication strategy, brand image, coffee shop, Bellybell Sweets & Coffee*