

# Marketing Communication Strategies of Coffee Shops in Increasing Brand Awareness: A Qualitative Descriptive Study of Thousandsunnycoffee

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## ABSTRAKSI

### Abstrak:

Penelitian ini bertujuan mendeskripsikan strategi komunikasi pemasaran Thousandsunnycoffee dalam meningkatkan kesadaran merek konsumen. Penelitian menggunakan metode deskriptif kualitatif dengan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pemilik, barista, dan konsumen, serta observasi langsung aktivitas di kedai. Data dianalisis berdasarkan strategi komunikasi pemasaran dengan menentukan tujuan pemasaran, target, diferensiasi, positioning, dan menggunakan bauran pemasaran 4P (produk, harga, tempat, promosi). Strategi ini diperkuat dengan bauran promosi seperti periklanan, promosi penjualan, hubungan masyarakat, penjualan personal, dan pemasaran langsung. Indikator kesadaran merek juga digunakan untuk mengukur tingkat brand awareness konsumen. Hasil penelitian menunjukkan Thousandsunnycoffee berhasil memanfaatkan seluruh aspek strategi komunikasi pemasaran, baik dari bauran 4P maupun bauran promosi. Konsumen telah mengenal dan menyadari keberadaan merek ini. Upaya yang dilakukan meliputi penggunaan media sosial, penyebaran informasi ke masyarakat, promosi menarik, serta kolaborasi dan sponsor dalam acara olahraga. Strategi tersebut efektif dalam meningkatkan kesadaran merek dan membangun hubungan positif dengan konsumen.

### Abstract:

This research aims to describe *Thousandsunnycoffee's* marketing communication strategy in an effort to increase consumer brand awareness of *Thousandsunnycoffee* coffee shops. The method used is descriptive qualitative with a focus on case studies. Data collected through in-depth interviews with *coffee shop* owners, baristas and consumers. Then make direct observations of the activities that occur in the *Thousandsunnycoffee coffee shop*, analyze the data that has been collected by interview and observation and then processed through a marketing communication strategy by determining marketing objectives, *targeting*, *differentiation* and *positioning* and also using the 4P marketing mix such as product, price, place and promotion. Also reinforced by using a promotional mix such as advertising, sales promotion, public relations, personal selling and direct marketing. Then by using brand awareness indicators to determine the brand awareness of *Thousandsunnycoffee* consumers. *The* results of the research obtained are that *Thousandsunnycoffee* successfully uses all aspects of the marketing communication strategy from the 4P marketing mix and the promotion mix and also all consumers are able to / know the existence of this brand from *Thousandsunnycoffee*. Some of the efforts made by *Thousandsunnycoffee* in carrying out marketing communication strategies include using social media, disseminating information about *Thousandsunnycoffee* to the public, holding promos that benefit consumers, collaborating in sports and sponsoring sports events

Keywords:  
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Marketing Communication

## I. Introduction

In modern times, some people make the habit of consuming coffee as their *lifestyle*, and many people who understand how to process coffee then they try to open their own *coffee shop* business. According to (Kurniawan, 2016) *Coffee shop* itself is an organized and comfortable place and provides various types of coffee drinks and snacks with the sound of music then this is what is unique about a *coffee shop* itself. According to Cousins, Foskett, and Gillette in (Rasmikayati et al., 2020) At that time, *coffee shops* were only known as informal restaurants that were open 24 hours a day and could only be found in luxury hotels or luxury inns. Along with the times, *coffee shops* can now be found in various places besides hotels and inns. Indonesia has become a country that has experienced rapid progress in consuming coffee in the world.

According to data sourced from ICO (*International Coffee Organization*) in (Putri et al., 2021) Indonesia experienced a growth in consuming coffee drinks of 4.0% in the period 2016-2020. This progress figure then becomes the basis for a culture of drinking *coffee* and there is a lot of potential in building a *coffee shop* business. And then hanging out while drinking coffee has become a *lifestyle for* Indonesians from young people to adults. This is evidenced by the widespread existence of coffee shops around the world, from coffee shops located in small villages to big cities that are increasingly easy to find. (Wachdijono & Yahya, 2021). With this happening at this time, it can be said that the *third wave era* is a time when people are very enthusiastic about coffee and coffee backgrounds. To the point where the process of brewing coffee and until now most people consider coffee to be a market drink like *wine*, thus fostering the interest of coffee lovers with the story behind coffee. (Prakosa, 2019).

The development of several *coffee shops* in Sumbawa City, one of which is *Thousandssunnycoffee*, which is packed with various interesting and varied concepts and each *coffee shop* will have its own charm that can be enjoyed by every group of people. So that the *coffee shop* must provide a varied menu and with an aesthetic, unique and *instagramable* place concept so that it will always be the main destination for consumers to come back and to take pictures with friends. One of the marketing strategies of *Thousandssunnycoffee coffee shop* that has been used is through social media platforms, but *Thousandssunnycoffee* is more active on *social media Instagram* which has 866 followers with 81 posts and 20 reels with an average of 1,000 views per video. This number of followers and views is already a lot. Coffee shops carry out coffee shop functions that are closely related to marketing strategies. The strategy used is often carried out by utilizing the strength of *this coffee shop brand*. By building a *brand* they are also able to attract the hearts of coffee-loving consumers.

Marketing communication strategy is an effort to disseminate a product or service that is sold to consumers with a specific purpose to increase brand awareness. To encourage purchases using marketing strategies, there are several indicators that can be applied advertising, promotion, public relations, personal selling and direct marketing. Sutisna in (Widiawati, 2019) Saying a marketing communication strategy is an activity that plays a very crucial role in the business world. With the right strategy, your product can be noticed and attract the hearts of a wider community. Then Brand awareness is the ability of a buyer / consumer to recognize and remember a brand if given instructions or a signal. However, brand awareness can also be said to be a form of consumer familiarity with a brand that they recognize. (Widyastuti, 2018). Then according to (Durianto et al., 2001) Brand awareness is a product classification based on the willingness of potential buyers to recognize and remember the brand. In addition, that brand awareness occurs when consumers feel a *continuous feeling* (continuous *range*) for the brands they use so that consumers always remember when they want similar products in the market in a continuous range of *brand awareness* is derived into 4 levels, namely. (1). *Unaware of a brand*. (2). *Brand recognition* (recognizing the brand). (3). *Brand recall* (remembering the brand again). (4.) *Top of minds* (top of mind awareness).

Related studies carried out in this study there are previous studies such as the study by Ambaraningrum (2021) shows that *Thamrin Coffee* has successfully implemented the 4P theory in its marketing mix well, including in terms of product variety, competitive pricing, strategic location, and promotion through social media and collaboration with the community. They also focus on product variety, competitive pricing, and maintaining a strong brand image.

This *coffee shop* utilizes social media and partnerships with local communities for promotion. Then the study conducted by Noti et al., (2021) The findings of this study are in line with previous research which emphasizes the importance of brand awareness in influencing consumer behavior and purchasing decisions. In addition, the alignment of pricing strategies with target markets and product offerings is consistent with the principles of marketing communication and brand awareness. Overall, the results of this study highlight the importance of marketing communication strategies, pricing alignment, and brand awareness in influencing consumer behavior and brand recognition, particularly in the context of Kae Thai Tea in Malang with such a Marketing Communication Strategy and *brand awareness* is what the author is interested in doing further research. One of the *Thousandsunnycoffee coffee shops* located in Sumbawa City as the object of research is *Thousandsunnycoffee* which was founded by Mirza Usman in 2015. The purpose of this study is to find out the Marketing Communication Strategy of *Thousandsunnycoffee* in increasing *brand awareness* to be recognized by a wide audience.

## II. Research Methods

In this study, researchers used a type of qualitative research using a descriptive approach. In qualitative research that the phenomenon must be explained in depth and not based on the size of the population (sampling) in the study, therefore there is no need to look for other sampling. And this qualitative research is described in descriptive words or sentences, not presented with numbers.

Research subjects are individuals who have the ability to provide information, then the subjects in this study are Mirza Usman as the owner of *Thousandsunnycoffee*, and baristas from *Thousandsunnycoffee*. And also visitors / consumers to find out how they describe the marketing communication strategy of *Thousandsunnycoffee*. Then for the object of research is a set of elements that can be in the form of people, organizations or goods to be studied. The object of research is the subject matter to be studied to obtain data in a more focused manner, while the object of this research is the marketing communication strategy carried out by *Thousandsunnycoffee*.

In this study, primary data was obtained directly from interviews in the field with the leadership and baristas of *Thousandsunnycoffee Sumbawa Coffee Shop*. Then for secondary data, generally in the form of records or reports of documented data by certain published institutions. Secondary data in this study, the authors get from literature, the internet and supporting theses. The location of the research conducted at *Thousandsunnycoffee Coffee Shop* is on Jln. Dr. Cipto No. 3, Blok M, Seketeng. Researchers will go directly to the *field (field research)* to conduct research and collect data.

## III. Data Analysis and Result

### A. Marketing Communication Theory

According to (Kotler & Keller, 2016) Marketing Communication is an activity used to promote businesses and products through the dissemination of information, persuading consumers, and influencing target markets so that they are willing to accept, buy, and remain loyal to the products offered by producers. By using marketing communications, businesses can create relationships between their brands and consumers, places, events, experiences, and other things. They embed the brand in people's memories, create a brand image, increase sales, and even affect shareholder value, thereby increasing brand equity (Aditya, 2017).

Effendy in (Fikruzzaman, 2022) Said that every progress in today's field requires a communication strategy. The success rate of communication is highly dependent on its strategy. Communication planning and communication management are combined to achieve communication goals. To achieve these goals, the communication strategy must display its operations tactically. This means that the approach may change depending on the situation and circumstances. When we understand the characteristics of the communicants and the effects they cause, it is very important to choose a good way to communicate because this relates to the media we will use. Then (Kotler & Armstrong, 2012) explained that strategy is a tool that must be used to

shape a different brand or business in the public market share so that it has a higher value. In order for the business or brand to be well recognized and can be the reason why the product remains in the public market share, this strategy must be used. A company that wants to create a good corporate image not only makes strategies to sell its goods, but also makes strategies to position itself in society in a unique way.

Moriarty In (Susanto & Sari, 2020) explained that the products and messages to be conveyed by the Company can remain targeted. In conducting marketing communication to a wide audience, there are 3 stages including: (1). Determination of marketing objectives, It is very important to set marketing objectives for the marketing communication strategy created to match the company's objectives. For example, whether the company uses a marketing communication strategy to increase product sales or expand market segmentation, the purpose of the strategy is simply to find out how the public sees the company's products. (2). Segmentation and *Targeting*, Segmentation is a technique for dividing a group of people into certain categories and assessing whether the group is suitable for the goods sold by the company. When designing a company's marketing communication strategy, market segmentation is very important because the message delivered is expected to be accepted by the market. In addition, market segmentation and groups can be categorized based on factors such as geography, psychology, demographics, behavior, and performance. *Targeting* is the process of evaluating the attractiveness of the most suitable market segmentation for groups of people, regions with more significant responses. Targeting is very important for businesses because they must focus on customers who have a tendency to buy their goods and services. (3). Differentiation and *Positioning*, Differentiation is the ability of a business to make its products different from its competitors' products is called differentiation. The purpose of this differentiation is to find the best way to create a marketing communication strategy to introduce or position products in the market according to customer needs and wants. Products can differ in many ways, such as function, design, color, and additional benefits not found in similar products. *Positioning* is a marketing communication strategy known as "positioning" analyzes consumer perceptions of a particular product, brand, or brand. This strategy helps you make your product different from competitors' products.

*The marketing mix* is also referred to as (*marketing mix*), is a combination of various tactical marketing tools used by companies to get the desired response in the target market. (Kotler & Keller, 2016). Therefore, the *marketing mix* has 4P aspects: *product*, *price*, *place*, and *promotion*. The 4P aspect has one value message that can be conveyed to customers following the explanation: (1). Product is a term used to describe everything that can be sold in the market to fulfill customer wants and needs. In addition, products can be evaluated based on type, quality, and appearance. In addition, products have a number of attributes, such as quality, design, features, brand, *packaging*, size, service, warranty, and benefits. (2). Price is the component that generates revenue, and cost is the component that generates costs. Product prices include list prices, discounts, special offers, payments, and credit. Competitor product prices, discounts, and changes in payment systems can also affect product prices. (3). *Place* is the location where marketing actions will be carried out by the company so that its products are easily accessible to consumers. This means that there is a distribution channel or location. A strategic location is key for businesses to attract consumers and distribution channels. This includes various business actions to provide target customers with goods and services. (4). Promotion (Promotion) promotion, is an activity where the seller provides information to buyers to encourage them to buy goods. Promotional activities tell about the advantages of the products offered and encourage the target market to buy them.

Then according to (Kotler & Armstrong, 2012) Promotion mix, also referred to as *marketing communication mix*, is a collection of promotional tools used by companies to communicate with consumers about their value and build relationships with them. According to (Kotler & Keller, 2016) The promotional mix, which consists of five elements, helps marketing communication strategies succeed, such as: (1). Advertising is a form of *mass communication* that is expected to attract attention, convey information, develop attitudes, and produce behavior that is beneficial to the advertiser. Advertisements are created with a specific purpose to help communicators convey comprehensive information to a wide audience. For example, advertisements can provide

information and encourage viewers to see them. (2). *Sales Promotion* is used by companies to increase sales through short-term promotional events such as demonstrations, shows, and exhibitions, involving discounts, product samples, and short-term incentives that encourage customers to try the company's products. (3). *Public Relations* Responsible for public relations to achieve the desired level of publicity, the company must build good connections with all circles. In situations like this, the purpose of *public relations* is to address rumors, news, and other unpleasant events that could harm the business. (4). *Personal Selling* Direct communication between sellers and prospective buyers is known as personal selling. In this personal selling, the company deals directly with potential customers, informs them about the products offered, and tries to persuade them directly to buy their products. (5). *Direct Marketing* is an attempt by a company or industry or organization to communicate directly with potential target customers with the aim of getting a response or sales transaction via telephone, fax, e-mail, or the internet. The purpose of direct marketing is to communicate directly with or solicit responses or discussions from specific customers or prospects.

#### B. *Thousandsunnycoffee Communication Marketing Strategy*

The author conducted in-depth interviews with people at *Thousandsunnycoffee* on Jln. Dr. Cipto, No.3. Blok M, Seketeng, Sumbawa, to obtain information about the marketing communication strategies used by the company to increase *brand* awareness. In the case of the business process *Thousandsunnycoffee* applies the following marketing strategy process, namely (1) determining marketing objectives, that is, to attract new customers, increase brand awareness and produce a positive impact on consumers. (2) *Segmentation* and *Targeting*, this is that the segmentation can be said to be all circles of society, and usually from the results of interviews it is also found that there are middle to upper class people. Then regarding the target, namely all groups, be it teenagers or adults, with the middle to upper economy. (3) *Differentiation and Positioning*, this is in its differentiation, each barista has its own *signature* menu and then the product cup design is attractive. Then regarding *positioning*, that is, using quality ingredients that occur in the taste and characteristics of the coffee and conducting promotions that focus on one particular menu.

In the case of *the marketing mix (Marketing Mix 4P)* from *Thousandsunnycoffee*, the first is *product*, that the product offered by *Thousandsunnycoffee coffee shop* is a processed *coffee* product. *Thousandsunnycoffee* has a variety of coffees ranging from *local coffee* to international coffee that is favored by consumers and also *Thousandsunnycoffee* has a *packaging design* and tumbler printed with an attractive *Thousandsunnycoffee* logo so that it becomes the main attraction of this *coffeeshop*. But not only *coffee shop* products, this *coffee shop* also sells merchandise products such as tumblers, totebags, watches, clothes, etc. Then second, namely *price*, that the price set by *Thousandsunnycoffee coffee shop* ranges from Rp.15,000 - Rp.50,000. From this price range, the *coffee shop* must provide the best quality *coffee* that will be served to its customers. The price set is quite affordable and there are many menu choices from *Thousandsunnycoffee* that consumers can try and enjoy. Then the third is *place*, that the place chosen by *Thousandsunnycoffee* to distribute the products they offer for the first time is in Kampung Irian, which is not located in the middle of the city and is not strategic, but *Thousandsunnycoffee* moved to a new place which is very strategic because it is in the middle of Sumbawa City and the streets are always crowded with passing motorists located on Jln. Dr. Cipto No.3. Blok M, Seketeng. *Thousandsunnycoffee* is always a place for customers to enjoy their coffee because of its strategic location. The last is *promotion*, that by doing appropriate and relevant promotions such as *buy 1 get 1* is highly favored by consumers because promotions like this will always be an option for consumers, then this is the key to attracting consumers back to *Thousandsunnycoffee*.

Apart from the above, that there is a *marketing mix (Marketing Communication Mix)* from *Thousandsunnycoffee*, the first is advertising, *Thousandsunnycoffee coffee shop* has a variety of social media including Instagram, Tiktok and Facebook and YouTube. It is clear that running this *coffee shop* requires product promotion through advertisements that are aired on various *platforms* that allow people to see these products. The way *Thousandsunnycoffee* does *branding* to make customers recognize the brand is by using innovative, creative, and attractive advertisements so that the advertised product can be recognized by the wider community. In marketing its own products,

*Thousandsunnycoffee* has social mediataargets that can enhance their image, and one of themost activeis Instagram. Then secondly, sales promotion, that the sales promotion he has done through the grab and gojek applications by buying products is given free *merchandise*. Then the third is public relations, that *Thousandsunnycoffee* always tries to create a good image in the eyes of customers so that they are not disappointed or get bad reviews. Then by becoming a sponsor in the sports field, it is able to get new consumers and at the same time introduce the *Thousandsunnycoffee brand* to a wide audience. Then fourth, namely, personal selling, that *Thousandsunnycoffee* utilizes this *personal selling* strategy to introduce newly launched products to consumers so that more and more are interested in the new product. Then with *personal selling*, promotions can make other people who were previously not interested in buying become interested in buying their products. Furthermore, the last one is *direct* marketing, that *Thousandsunnycoffee* uses this *direct marketing* strategy to approach their consumers and to share knowledge about coffee and this is also used to introduce the *brand* of *Thousandsunnycoffee* to a wide audience.

In the case of Consumer Brand Awareness of *Thousandsunnycoffee Coffee Shop*, there are various elements, including (1) *Recall*, this consists of the first indicator that the audience remembers the product, the results showed that informants met the *recall* stage if they could remember the product brand. This was reinforced when the author asked when listening to the word *coffee shop*, what brand of *coffee shop* first came to mind. The results showed that all informants answered *Thousandsunnycoffee*. They clearly and without direct assistance loudly mentioned the *Thousandsunnycoffee brand*. Then the second indicator, the audience likes the product brand, that they like *Thousandsunnycoffee coffee shop* because of its minimalist concept, then some of the informants like it because the promos made by *Thousandsunnycoffee* really help them save their *budget*. Then third, the audience chose the product brand, that the respondents chose *Thousandsunnycoffee coffee shop* because the promotions made were attractive to them, but some of the informants chose because they got recommendations from their friends. (2) *Recognition*, this consists of the first indicator that the audiencerealizes the product brand, that is, the respondents realize *Thousandsunnycoffee coffee shop* because they get recommendations from friends, but some of the informants realize the *Thousandsunnycoffee* brand from social media and *grab food*.

Then second, namely the audience can find out the product brand, that the respondents know the *Thousandsunnycoffee coffee shop* product because they get recommendations from friends, but some of the informants know the *Thousandsunnycoffee* product brand for the uniqueness of the menu served by the baristas at the *Thousandsunnycoffee coffee shop*. (3) *Purchase*, this consists of the first indicator, namely the audience buying brand products, that the respondents buy *Thousandsunnycoffee* products directly to the shop. However, some of the informants also bought products through Grab Food and Gojek service providers. Then second, namely the audience using brand products, that the results of the interview if a consumer buys a product that he likes, he will definitely use / consume the product. (4) *Consumption*, this consists of the first indicator, namely the audience repurchasing the product, that is, the results of the interview if consumers will make another purchase if the promotion set is in accordance with consumer expectations.

With a marketing communication strategy, one of *Thousandsunnycoffee's* efforts is to increase customer awareness of the *Thousandsunnycoffee brand / brand* through several indicators such as the marketing communication process, marketing mix, promotion mix and several indicators of *brand awareness*. At different levels, each element of the marketing communication strategy contributes to the strategy-making process. Since companies have only limited control over the external environment, marketing has the most role. Therefore, as is the case with *Thousandsunnycoffee's* marketing communication strategy in an effort to increase brand awareness, marketing is an important component in strategy creation.

*Thousandsunnycoffee* seeks to achieve congruence between its business and its environment by finding problem solutions and raising public awareness in their *coffee shop*. However, before creating a marketing communication strategy, *Thousandsunnycoffee* must determine the marketing objectives, segmentation, *targeting*, differentiation, and *positioning* of its products. After that, these five things are used as the basis for creating a strategy that will be used, including (1) determining

marketing objectives, the first thing *Thousandsunnycoffee* wants to achieve is to determine the goal, namely by introducing the *Thousandsunnycoffee brand / brand* to a wide audience in order to get new consumers and consumers become aware of the *Thousandsunnycoffee* brand. *This is in accordance with the study of Susanto & Sari (2020) that setting marketing goals is done to introduce this watch brand to a wide audience and also to reach new consumers.* (2) Segmentation carried out by *Thousandsunnycoffee* by looking at the interests and ages of their consumers, namely demographic segmentation. Demographic segmentation is carried out by dividing consumers by age group, namely 18 to 60 years. Then all segmentation is carried out, this is aimed at students or office workers who in this segmentation are aimed at the upper middle class in the sense of having a fixed wage or income, but generally it can be for everyone. This is in accordance with the study conducted by Yunita & Musadad (2018), that with the demographic segmentation applied in Laena Tour Pekanbaru by dividing different groups based on the income and occupation of its consumers / customers. (3) Targeting, in its action *Thousandsunnycoffee* targets students and office workers as the main targets and it turns out that now many people subscribe to *Thousandsunnycoffee*.

This is in accordance with the study conducted by Syafna & Redjeki, (2021), that with the *targeting* applied by *Youth Millennial*, all groups who live around JABODETABEK and all groups who work as students and office workers. (4) Positioning, To do *positioning*, the right strategy is needed because this is closely related to how we communicate so that an image is embedded in the minds of customers. *Thousandsunnycoffee* sells coffee products as the main ingredient in making all kinds of menus that use quality ingredients that have guaranteed taste and coffee characteristics. This is in accordance with the study conducted by Handayani et al., (2023), that with the *positioning* applied by Toreko Business by providing the best quality that Toreko has which will then be distributed to their consumers. (5) Differentiation, To do *differentiation* *Thousandsunnycoffee* must strive to be a different brand. Products can have different features, styles, and designs. Every barista in this *coffee shop* has a unique menu that distinguishes *Thousandsunnycoffee* products. This is in accordance with the study of Khoirunnisa (2020) that the *differentiation* carried out by *Naturicha Healthy Food And Drink* by providing unique characteristics for its products, with this characteristic being one of the differentiators from its competitors.

Then regarding the Promotion and marketing mix in order to increase consumer awareness of *Thousandsunnycoffee* as follows: (1) *Product*, The product strategy implemented by *Thousandsunnycoffee* is to always maintain the quality of existing coffee, the types of quality coffeeserved are not only fromlocal coffeebut also foreign coffee, Apart from coffee products *Thousandsunnycoffee* also sells other products such as totebags, tumblers, t-shirts etc.. Coffee which is the main product has a uniquely designed packaging and is a differentiator from other competitors and the packaging itself has the logo of *Thousandsunnycoffee*. Then besides this coffee product there are also tote bag and *tumbler products* that are also in demand at *Thousandsunnycoffee* and also every product from *Thousandsunnycoffee* has a logo from *Thousandsunnycoffee*. Then this is one of the product strategies to increase consumer awareness of *Thousandsunnycoffee*. This is in accordance with the study Wulandari et al., (2018), that the product strategy applied by PT.(2018), that the product strategy implemented by PT Charoen Pokphand Indonesia Mojokerto Unit aims to sell varied and unique products and always sell the highest quality products, both from the design and features used. (2) *Price*, *Thousandsunnycoffee's* price strategy is quite affordable for per capita income, so it is quite affordable. The price set by *Thousandsunnycoffee* is relatively affordable, ranging from Rp.15,000 - Rp.50,000. From this price range, *Thousandsunnycoffee* definitely provides the best quality coffee.

By setting an affordable price, it will certainly bring in many new consumers, especially fromthe menu that is offered very much and can be chosen by consumers. This is in accordance with the study conducted by Poluan et al., (2019) , that affordable prices can be used to determine prices. The price set must of course be competitive and according to the market, meaning that the price must be higher if the quality is better. (3) *Place*, The place strategy used from *Thousandsunnycoffee* is very strategic, because this location is in the middle of Sumbawa City and the streets are always crowded with passing motorists.

The purpose of this strategy is to ensure that the products sold can be accessed by customers quickly and precisely. This is in accordance with the study conducted by Tollo & Kempa (2017) that the products sold can be accessed by customers quickly and precisely. In other words, the production location is used by the owner as a marketing location to provide customers with the opportunity to purchase the product directly at the existing production location. (4) *Promotion (promotion)*, The promotional strategy implemented by *Thousandssunnycoffee* first uses social media platforms such as Instagram, Tik-Tok, Facebook, *Grab food*, and *Whatsapp* to use paid advertisements. The suitability of this product makes customers recommend it through the role of word of mouth, which ultimately has an impact on *Thousandssunnycoffee* with an increase in customers. This is in accordance with the study conducted by Susanto & Sari (2020) By promoting on social media, *Matoa* watches are able to get new consumers and slowly consumers begin to realize the *brand / product*.

Furthermore, the creation of public awareness of a *brand* certainly cannot be separated from the communication strategy carried out by the *brand*. There are five indicators of the promotional mix used to achieve brand awareness from consumers as follows: (1) *Advertising*, based on the results of observations and interviews conducted by researchers about *advertising* conducted by *Thousandssunnycoffee*, is considered capable of creating consumer awareness about the *Thousandssunnycoffee brand*, because *Thousandssunnycoffee* can see opportunities with *advertising* using social media. This can also increase consumer awareness of the *Thousandssunnycoffee brand*, and can create an effective marketing communication strategy. This is in accordance with the study conducted by Susanti & Oskar (2019).

By promoting on social media such as Instagram and TikTok, MSMEs in Padang city are able to reach many new consumers and get attention by new consumers. (2) *Sales Promotion*, In its promotion, *Thousandssunnycoffee* holds a *buy one get one* promotion that can be obtained by consumers every Friday by bringing a tumbler bottle with the *Thousandssunnycoffee* logo and also conducting promotions on several service provider *platforms* such as *grab food* and *gojek*, the promos used are enough to attract the attention of consumers because usually free shipping promos really help consumers to buy *Thousandssunnycoffee* products. This is in line with the study Fatah & Santosa (2023) According to Fatah & Santosa (2023), *Sales Promotion* is applied by *Kedai Kopi Inspirasi Bogor* by placing several products that are in demand by consumers into *combo products / buy one get one*. With the hope of increasing sales and products of interest to a wide audience. (3) *Public Relations*, In this case, *Thousandssunnycoffee* chooses to work with *Samawa Runner* and become a sponsor at other running sports events.

This was done by *Thousandssunnycoffee* to increase consumers and increase consumer awareness of the *Thousandssunnycoffee brand*. This is in accordance with the study by (Subagio (2024) *Public relations* carried out by *Kedai Loeang* is by collaborating with thrift clothing stores as a strategy that benefits both parties. By providing promos by the *loeang* shop when buying thrift clothes above the specified price. *Kedai Loeang* also often organizes watching sports together to attract consumers. (4) *Personal Selling*, To achieve this goal, *Thousandssunnycoffee* provides good service to its customers and promotes sales by providing information, influencing and providing understanding of new products / *signatures*. The plan is of course to be able to persuade potential customers and regular customers to buy the new product. The strategy is utilized wisely to get new product *highlights* and becomes an effective strategy to increase consumer awareness. This is in accordance with the study by (Fauziah et al., 2024)

*Personal selling* carried out by *Café 1618 Space* is by maintaining cashier communication which has a role to incite / persuade consumers to make purchases outside of their control. Such as persuading new consumers to buy new products etc. (5) *Direct Marketing*, in this case *Thousandssunnycoffee* has a program called *Sunday Coffee Class*, this is a free class held by *Thousandssunnycoffee* to share knowledge and knowledge with the general public who want to know about the world of coffee, this program was successful until volume three because of its success, it can be said that this is a fairly successful strategy carried out by *Thousandssunnycoffee*



not only to get consumers indirectly but also to introduce the *Thousandsunnycoffee brand* to a wide audience. This is in accordance with the study of Hidayatuloh (2024)

In this direct marketing strategy, the Coffee Clinic uses direct communication with its target customers with the aim of getting an immediate response. This strategy also incorporates the idea that every customer who comes to the Coffee Clinic must interact directly with the owner at the brewing table like in a conventional clinic.

By looking at this, there is the use of indicators carried out by researchers, including: (1) *Recall*, based on the results of research conducted by researchers, all informants were able to mention *Thousandsunnycoffee* as a *coffee shop* that they remembered for the first time, then it can be said that *Thousandsunnycoffee* became *top of mind* at the top of the *mind of the* highest awareness and there is no need to do *brand recall* or *brand recognition*. All informants interviewed also remember that the *Thousandsunnycoffee brand* has coffee products and informants like *Thousandsunnycoffee* from various aspects offered such as *merchandise, promotions, etc.* (2) *Recognition*, based on the results of research conducted by researchers, all informants are aware of the *brand* and *product* of *Thousandsunnycoffee* with various answers such as aware because their friends brought them, aware because the logo of *Thousandsunnycoffee* is printed on the packaging and also aware because they often see promotional advertisements from *Thousandsunnycoffee*. Because all informants are aware and know the *Thousandsunnycoffee brand*, it can be said that this *coffee shop has become top of mind* at the peak of the highest awareness and there is no need for *brand recall* or *brand recognition*. (3) *Purchase*, based on the results of research conducted by researchers, all informants have made purchases at *Thousandsunnycoffee*. Various answers submitted by informants they made purchases to *Thousandsunnycoffee* because of its strategic location in the city, but other informants bought products from *Thousandsunnycoffee* through other service providers. (4) *Consumption*, based on the results of research conducted by researchers, it can be ascertained that consumers are familiar with the brand and make purchases at *Thousandsunnycoffee*. They will also make repeat purchases again and again because they see from various aspects that *Thousandsunnycoffee* has become *top of mind* here.

#### IV. Conclusion

Based on the results of the research and discussion above, the conclusion is that overall, *Thousandsunnycoffee's* marketing communication strategy to increase consumer awareness is considered successful and effective. The concept used by *Thousandsunnycoffee* to attract customers is unique and full of effort. The author combines the results of interviews with *Thousandsunnycoffee* and compares them with the results of observations. The results show that *Thousandsunnycoffee* successfully uses its marketing communication strategy to increase consumer awareness. *Thousandsunnycoffee* succeeds in increasing consumer awareness through various strategies, and *Thousandsunnycoffee* upholds the quality standards of its consumers. Then regarding the suggestions, namely the existence of this research is expected to be used as a source of reading, reference, and reference. Researchers hope to conduct additional research on marketing communication strategies and *brand awareness*. Then for *Thousandsunnycoffee*, it is hoped that it will pay more attention to the use of other social media, such as Facebook, Twitter, and Tiktok, in implementing its marketing communication strategy. This is because in general, a marketing communication strategy will work well if it is maximally used, and if many media are used, information will be disseminated more widely.

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