

**ANALYSIS OF MARKETING COMMUNICATION STRATEGY TO MAINTAIN THE CUSTOMER LOYALTY (STUDY CASE ON JANJI JIWA VOLUME 667 TOMOHON)**

*ANALISA STRATEGI KOMUNIKASI PEMASARAN UNTUK MEMPERTAHANKAN LOYALITAS PELANGGAN (STUDY KASUS PADA JANJI JIWA JILID 667)*

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**Abstract:** The intention of this research is to analyse the marketing communication strategy that implemented by Janji Jiwa volume 667 in order to build and maintain the loyalty of the customers. This research is a qualitative research with descriptive characteristic. In this research the population is in form of social situation that consist of place, actors and activity that interacts in synergy. In this case the object is Janji Jiwa volume 667 coffee shop. And the sample is in form of subject which are the people that are related with the marketing communication strategy of Janji Jiwa volume 667 owner, manager, and baristas until the customers. The data collection method in this research are interview, observation and documentation, where the indicators of collected data are the marketing communication strategy that implemented by Janji Jiwa volume 667 which are Advertising, Sales promotion, Personal selling and word of mouth activity. And also the factors that supporting and the obstacles in implementing marketing communication strategy. The result of this research indicate that the marketing communication strategy of Janji Jiwa volume 667 is effective and accurate to attract target customer and succeed in maintaining the loyalty of the customers. The result is proven with the total amount of the customers that came to Janji Jiwa volume 667 and bought the products that are provided and served in Janji Jiwa volume 667.

**Keywords:** marketing communication strategy, customers loyalty, promotion, advertising, sales promotion, personal selling and word of mouth.

**Abstrak:** Maksud dari penelitian ini adalah untuk menganalisa strategi komunikasi pemasaran yang diimplementasikan oleh Janji Jiwa jilid 667 untuk membangun dan mempertahankan loyalitas para pelanggan. Penelitian ini adalah penelitian qualitative dengan karakteristik deskriptif. Populasi dalam penelitian ini adalah dalam bentuk situasi sosial yang terdiri dari tempat, actor dan aktivitas yang berinteraksi secara sinergi. Dalam kasus ini objek penelitiannya adalah Janji Jiwa jilid 667 coffee shop. Dan sampel pada penelitian ini adalah orang-orang yang terkait dengan strategi komunikasi pemasaran dari Janji Jiwa jilid 667 dari pemilik, pengurus dan para barista sampai pada para pelanggan. Metode pengumpulan data pada penelitian ini adalah wawancara, observasi dan dokumentasi, dimana indikator dari data yang diperoleh ialah strategi komunikasi pemasaran antara lain adalah Periklanan, Promosi Penjualan, Penjualan Perseorangan dan kegiatan pemasaran dari mulut ke mulut. Dan juga faktor yang mendukung dan tantangan dalam pengimplementasian strategi komunikasi pemasaran. Hasil dari penelitian ini mengindikasikan bahwa strategi komunikasi pemasaran yang diimplementasikan oleh Janji Jiwa jilid 667 efektif dan akurat dalam menarik pelanggan dan berhasil dalam mempertahankan loyalitas pelanggan. Hasil ini dibuktikan dengan total dari jumlah pelanggan yang datang ke Janji Jiwa jilid 667 dan membeli produk yang disediakan dan di hidangkan di Janji Jiwa jilid 667.

**Kata Kunci:** strategi komunikasi pemasaran, loyalitas pelanggan, promosi, periklanan, promosi penjualan, penjualan perseorangan dan kegiatan pemasaran dari mulut ke mulut

## INTRODUCTION

### Background Research

At the recent situation of business, the business world has developed rapidly in many sectors especially the food and beverage sector in Coffee Shop business. The development of coffee shop business in Indonesia is effected with the positive development of coffee supply and stable increasing coffee consumption. According to the data from The National Socio-Economic Survey Agency (SUSESNAS) along the year from 2016 until 2021 the consumption of coffee in Indonesia is predicted to grow in the average of 8.22% per year. And in 2021 the supply of Coffee is predicted to reach 795 thousand Ton with consumption of 370 thousand Ton, then the surplus of 425 thousand Ton. With the positive development of coffee in Indonesia is encouraging many entrepreneurs open up new business or develop the business that already operating giving impact to the increase amount of coffee shop competitors. The increase of competitors in Coffee Shop certainly has an effect on other coffee shop business like being affected by other customers who have choices of other Coffee Shop places and start moving to other Coffee Shop. In Tomohon city, there is the increasing fierce competition between coffee shop but there is a coffee shop that manage to survive all the competition and facing the problem which is Janji Jiwa 667 coffee shop. Janji Jiwa 667 managed to survive in the competition among coffee shop in Tomohon city and also face the problems by maintaining the customer's loyalty. in order to maintain the loyalty of the customers of Janji Jiwa 667 it does not escape the role of strategy where in this case, Janji Jiwa 667 implemented the marketing communication strategy that consist of Advertising, Personal Selling, Sales Promotion, Public Relation, Direct Marketing and Word of Mouth activity.

### Research Objective

The objective of this research is to know and understand about what is the marketing communication strategy that implemented by Janji Jiwa Volume 667 Coffee Shop to maintain the loyalty of the customers.

## THEORETICAL FRAMEWORK

### Marketing

According to American Marketing Association (AMA) (2007), marketing is the activity and the set of institutions and processes to create, communicate, deliver and exchange offers that have value for customers, partners and society in general. Kotler and Keller (2010) state that marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer in return Lamb, Hair, and McDaniel (2011) define marketing as about anticipating and satisfying consumer needs by means of mutually beneficial exchange processes and doing so profitably and more effectively than competitors by means of efficient managerial processes. According to Schiffman and Kanuk (1994), marketing is about a business determining accurately the needs and wants of specific target markets, and delivering the desired satisfactions better than the competition while Stanton (1996) define marketing as a whole system of business activities aimed at planning, pricing, distributing goods and services that can satisfy the needs of both the buyers existing and potential buyers.

### Marketing Communication Strategy

Marketing Communication Strategy is a strategy that used by a business to send the right marketing message to the right customers through the right medium at the right time to achieve a high volume of sales. In essence, marketing communication strategy is how the business plans to deliver a particular message to the target consumer through media.

### Marketing Communication Mix

The Marketing Communication Mix is a combination of marketing communication method that used to promote a certain business, product or service. The combination of marketing communication method that used to reach the goal of marketing communication mix:

1. Advertising. According to Kotler (2005), advertising is all the presentation in form nonpersonal, promoting ideas, promoting products or services that done by the paid sponsors.
2. Personal Selling. According to Kotler and Amstrong (2012), personal selling is a personal presentation with business marketing that aims to make sales and create relation with the customers.

3. Sales Promotion. According to Kotler (2005), sales promotion is varieties of incentive tools that is done in a short term to increase the purchase of the certain product or service.
4. Public Relation. According to Kotler and Keller (2010), public relation can create awareness by putting the new in media to attract the people attention to a product or service.
5. Direct Marketing. According to Kotler and Keller (2010), word of mouth is a communication that is done orally and also in writing directly and using electronic media among community that is based on the experience.

### **Word of Mouth Marketing**

According to Kotler and Keller (2010), word of mouth is a communication that is done orally and also in writing directly and using electronic media among community that is based on the experience. Hasan (2010) state that word of mouth is a praise, recommendation and comments of customers around their experience of a product or service that affect their decision and purchase behavior while Sernovitz (2009) define word of mouth as giving the customers reason to talk about the products and service and to make it easier for the communication to happen.

### **Customer Loyalty**

According to Griffin (2003), consumer loyalty is a strong commitment of the customer that attend to buy continuously a product or service that liked by the customer consistently for a long term. Tjiptono (2000) define consumer loyalty as a commitment of the customer to a brand, shop or supplier according to a positive behavior for a long term. Lovelock and Wirtz (2004) state that loyalty is an image of the customer desire to subscribe to a business for a long term, buying and consuming the products or services repeatedly and recommending the products or services to other people.

### **Previous Review**

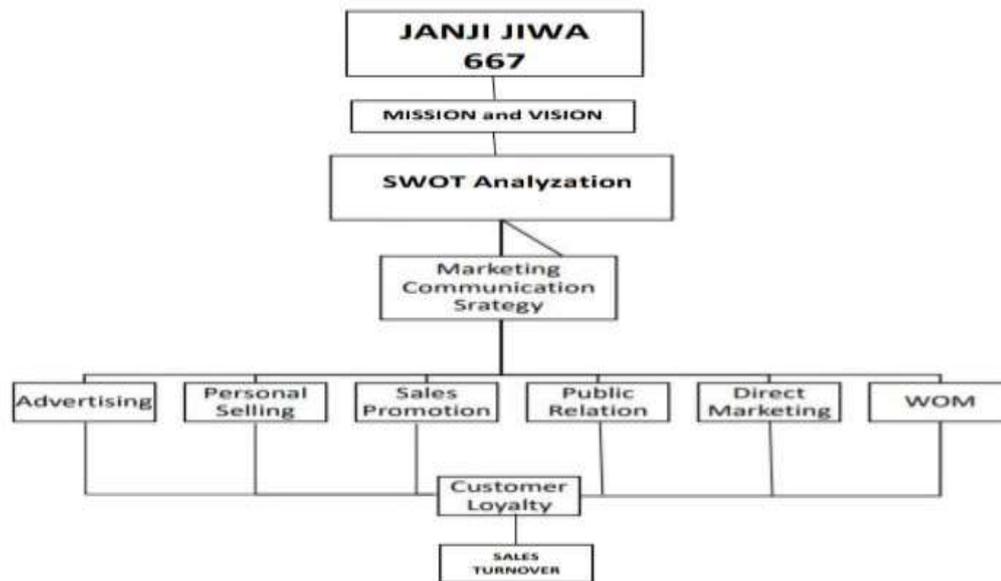
Putri, Mayasari, and Abidin (2021) determined the communication strategy used by Starbucks Resinda Park Mall in marketing the Starbucks Card. The research place used by researchers is Starbucks Resinda Park Mall. This study took the subject of research, namely store leaders, employees, and customers at Starbucks Resinda Park Mall. Collecting data in this study using in-depth interviews and non-participant observation, literature study. In its communication strategy, Starbucks Resinda Park Mall has done its best and marketed its Starbucks Card. This study uses the theory of Integrated Marketing Communication (IMC) in which there are components, namely personal selling, advertising, and point of purchase communication. The research method used is a qualitative research method with a qualitative descriptive approach which aims to better explain or describe how Starbucks Resinda Park Mall markets Starbucks Card to customers. The results of this study are Personal selling, Advertising, and Point of purchase communication.

Hamdan (2015) raised two problems, namely: (1) Browcyl's marketing communication strategy to improve the number of consumers in Makassar City (2) factors support in increase the number of consumers in Makassar City. This type of research is descriptive qualitative, using several informants to conduct interviews and observations. Sources of data that used is information sourced from direct observation to the location research by means of observation and interviews. Data collection is carried out through field research with observation, interviews, and documentation. The results of this study indicated that the marketing communication strategy which is applied by Browcyl using the IMC theory with the pattern of application Marketing Communication, Sales Promotion, and Event Marketing as well as combines with the theory of the Marketing Mix or commonly known as The four Ps (4Ps) are product, price, place, and promotion (promotion), with applications using banners, social media, print media and direct marketing. As for the supporting factors in the marketing communication strategy are the elements of communication, effective application of marketing communication techniques and creating products quality ones.

Miranda and Firdause (2017) determined the marketing communication strategy used by a company to maintain customer loyalty and to know factors inhibiting Marketing Communications strategy. This research method is qualitative research method by presenting descriptive data analysis and using strategic communication theory. The research technique is based on purposive technique consisting of head of shop, 4 marketing and 10 consumer of Batam Electronics. Techniques Data collection includes observation, interviews, and documentation. Data analysis techniques using interactive data models Miles and Huberman. While the examination techniques of validity data include extension of participation, triangulation and reference adequacy. The result of the research shows the first communication strategy of Batam Electronic Marketing in maintaining

Customer Loyalty through advertising, sales promotion, personal selling, direct selling. Second, the factors that inhibit the implementation of marketing communications Batam Pekanbaru Electronic in maintaining Customer Loyalty is the lack of advertising through Television and Radio, lack of Manpower Resources, Lack of Sales off the field and lack of good relationship between superiors with subordinates

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Theoretical Framework (2022)*

## RESEARCH METHOD

### Research Approach

According to Sugiyono (2015), qualitative research method is a research method that based on philosophy of post positivism, used to examine the condition of natural objects, where the researcher is a key instrument, data collection technique by triangulation. Inductive or qualitative data analysis and qualitative research result emphasize meaning more than generalization. This research used the qualitative research approach with descriptive characteristic. The qualitative research approach is all the non-numeric data or a data that have not been quantified. This type of research approach is an inquiry strategy that emphasize the search of meaning, understanding, concept, characteristic, symptoms, symbols and description of a phenomenon and prioritizing quality using several ways and presented narratively. Simply, it can be said that the purpose of qualitative research approach is to find answer to a phenomenon or question through the application of scientific procedures systematically using a descriptive characteristic of qualitative approach.

### Population, Sample, Sampling Technique

According to Netra (1976), population is the whole individual with general characteristic or common characteristic which tend to be the same. In this qualitative research there instead of using population this research used social situation that consist of Place, actors, activity which interact in synergy. The Object in this research is A Coffee Shop Business that is located in Tomohon City which is Janji Jiwa Volume 667 Coffee Shop. According to Arikunto (2006), sample is a part or representative of population in the research. If the research is focusing in a certain part in population, then the research is sample research. In qualitative research, sample of population is selected for any given study. The research objectives and characteristics of the study population such as size and diversity determine which and how many people to select. In this research the sample is in form of Subject. The subject in this research are the people that are related with the marketing communication strategy of Janji Jiwa Volume 667 Coffee Shop. In this research, the technique use to collect information is starts from collect information about Janji Jiwa Volume 667 Coffee Shop in the internet, and then

find information about the employee that works in digital department. After the information is collected then the researcher will try to contact the subject to collect more data and information directly in an interview process.

### Data Collection Technique

In this research, there are 2 types of data which are Primer data and Secondary data. The Primer data is gathered and collected directly from interview, Observation and Documentation with sources (People who are related with the marketing communication strategy in Janji Jiwa Volume 667 Coffee Shop Tomohon). The interview is aiming to collect data and information directly. And the second data in Secondary data contains of data and information which are collected from Books, Journal and internet sources that related with the research.

### Operational Definition of Research Variables

**Table 1. Operational Definition and Indicator of Research Variables**

Variable	Definition	Indicator
Marketing Communication Strategy	Marketing Communication Strategy is the strategy that used to deliver a right message and information about their business, product and service to attract customers and can result the customers loyalty	<ul style="list-style-type: none"> <li>- Advertising</li> <li>- Sales Promotion</li> <li>- Personal Selling</li> <li>- Direct Marketing</li> <li>- Public Relation</li> <li>- Word of Mouth</li> </ul>
Advertising	Advertising is a communication through a medium that contains a message or information about the products or services that business provides, and advertisement also function to attract customers to buy and use the products or services that the business provides.	<ul style="list-style-type: none"> <li>- Using types of media to communicate and deliver and spread information</li> <li>- Contains information about the object</li> <li>- Easier to deliver information to the target audience</li> </ul>
Sales Promotion	Sales promotion is a short term incentive that the business offered related to their product or service that aims to increase the sales and attract the customers.	<ul style="list-style-type: none"> <li>- Price discount promotion</li> <li>- Free delivery promotion</li> <li>- Clear information about terms and condition</li> <li>- Clear sales promotion validity period</li> </ul>
Personal Selling	Personal selling is the activity of personal presentation of marketing to deliver information directly about product or service of a business from a person to another that aims to make sales.	<ul style="list-style-type: none"> <li>- Mastering the information very well</li> <li>- Ability to communicate and deliver the information to the audience can satisfied the audience</li> <li>- Easier for the audience to receive information</li> </ul>
Direct Marketing	Direct marketing is a marketing strategy where the business is trying to deliver the message and information to marketing their products or services directly to the customers in order to get a direct response from the customer that can results to create the long term relation between customers and the business.	<ul style="list-style-type: none"> <li>- Direct communication with audience</li> <li>- Face to face interaction</li> <li>- Interactive way to deliver message directly</li> </ul>
Public Relation	Public relation is the marketing strategy to change the issues about the business and neutralize the issues so that the business become positive in the public and it is done to create good relation between public and business.	<ul style="list-style-type: none"> <li>- Positive information spread from the business</li> <li>- Business positive image on public</li> <li>- Public service</li> </ul>
Word of Mouth	Word of mouth marketing is a communication between a customers and other people that deliver the information that describe about a business, products or services that based on	<ul style="list-style-type: none"> <li>- Often receive information about the business</li> <li>- Attracted to try when knows received the information about the business</li> </ul>

the customer experience that can result other people interest to purchase the product or service.	<ul style="list-style-type: none"> <li>- Makes regular repeated purchase</li> <li>- Intend to recommend to other people</li> <li>- Participate on spreading information about the business to other people.</li> </ul>
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### Validity and Reliability

According to Taherdoost (2017), validity is the degree to which an instrument measures what is intended to measure. To measure the validity of the data in this research, the writer used Triangulation technique. Triangulation technique is a process that decides aspects of obtain information validity. In this research, the Triangulation Technique is the process to collect data from different sources with the same technique. According to Walizer (1987), reliability is the consistency of measurement. In this qualitative research, the reliability is measured by auditing the whole process of Research. Reliability is the extent to which the measurement of a research remains consistent after being repeated on the subject and in the same condition. The research is considered if it provides consistent results for the same measurement.

### Analyzing Technique

According to Sugiyono (2015), data analyzing technique is the process to find data and arrange the data systematically from the data obtained in the interview, observation and documentation, by organizing data into categories.

1. Data Collection: The process of collecting Primer Data from interview, observation and documentation and also secondary data from books, websites, articles and journals.
2. Data Reduction: The process of summarizing and choosing the main things and then selecting the data and information to simplifying and transform the data and information to become more understandable.
3. Data Display: The process of presenting data that can be done in form of tables, graph, and pictogram so the data can be easier to understand and connect. In qualitative research the data display presented uses narrative text
4. Data Conclusion: The process to provide conclusion on the analysis data and evaluation of activities that include searching for meaning and providing an explanation of the data that has been obtained.

## RESULT AND DISCUSSION

Janji Jiwa volume 667 coffe shop is one of the coffee shop that participate in the coffee industry especially in Tomohon city. Janji Jiwa volume 667 is one of the most successful coffee shop in Tomohon city. in District of Mid Tomohon, Sengel Street, Matani One, Tomohon City, North Sulawesi, Janji Jiwa volume 667 provides varieties coffee product with good quality that made from guaranteed raw material that result coffee product with delicious taste of flavor. Not only provide coffee as the main product, Janji Jiwa volume 667 also provides varieties option of products such as milk and tea until product with product of mix combination that results products that are unique and delicious. Not only focusing on the products, Janji Jiwa volume 667 also provides place with semi outdoor tropical architecture that equipped with stunning view of Tomohon city with the background of mount Lokon. The place of Janji Jiwa volume 667 has a different atmosphere at day time and night time where at the night time Janji Volume 667 is dominated with decoration of lights. The place of Janji Jiwa volume 667 is suitable for many kinds of activity from individual activity like studying or just relaxing and enjoying coffee until activities that need paces for group of people like hangout meeting and many more.

Based on the result of the conducted interview, it can be seen that the marketing communication strategy that implemented by Janji Jiwa volume 667 are Advertising, Personal Selling, Sales Promotion and Word of Mouth. The writer argues that when marketing a business, a products or service, a business requires a right marketing strategy from the planning until using the right media. A product with good quality is not enough to get multiple profits if it is not accompanied with the right marketing strategy. Without a good marketing strategy, it is a bit harder for a business to develop especially the risk of losing competitiveness that may occur.

Based on the result of the research about the marketing communication strategy of Janji Jiwa volume 667, Janji Jiwa volume 667 implemented various marketing communication strategy. The first marketing communication strategy is marketing using the Advertisement. When doing advertising, Janji Jiwa volume 667 is using 2 kinds of advertising which are offline advertising and online advertising. The offline advertising that

is done by Janji Jiwa volume 667 is using banners that contained the information about Janji Jiwa volume 667 from the location until the product that they provide. These banners have different purpose at different time. At the beginning of the opening of Janji Jiwa volume 667, those banners were aiming to inform the public about the location of Janji Jiwa volume 667 and the products that they serve in Janji Jiwa volume 667. And right now the banners are aiming to inform the public and customers about what are the new products in Janji Jiwa volume 667 and what are the products with price discount.

The second advertising marketing that is done by Janji Jiwa volume 667 is online advertising. The online advertising of Janji Jiwa volume 667 is using the service of social media like Facebook and Instagram. In using social media like Facebook, Janji Jiwa volume 667 is using the feature of Facebook Ads where Janji Jiwa volume 667 prepare the advertisement and then pay for the service of broadcast using Facebook Ads feature that targeting to reach further customers in about 26 miles from the location of Janji Jiwa volume 667. Besides using the feature of Facebook Ads, Janji Jiwa volume 667 also spread information using social through the uploaded content on Facebook and Instagram social media of Janji Jiwa volume 667. When using the Instagram social media, Janji Jiwa volume 667 maximized the use of Instagram social media by frequently uploading information about Janji Jiwa volume 667 through the story feature on Instagram. the purpose of the online advertising of Janji Jiwa volume 667 is to spread the information about Janji Jiwa volume 667 more widely from the location of Janji Jiwa volume 667 until the product that they serve in Janji Jiwa volume 667 and it also aiming to share information about what are the new products in Janji Jiwa volume 667 and the product with price discount. This strategy of sharing information using social media is an effective strategy to spread information, because now days most people are using social media to socialized, spread information and received information. Using social media as the media to spread information about Janji Jiwa volume 667 is very effective to attract wider customers.

The next marketing communication strategy that is implemented by Janji Jiwa volume 667 is Personal Selling, where the sharing of information through personal selling is done by all the people that are related with Janji Jiwa volume 667 from the owner and manager until all the baristas of Janji Jiwa volume 667. The owner and the baristas promoting Janji Jiwa volume 667 directly to the people around them. Based on the interview with the Angelica as the owner and the manager of Janji Jiwa volume 667, Angelica explained that the personal selling that is done by her is inform of promoting Janji Jiwa volume 667 from the location of Janji Jiwa volume 667 until the product that they serve in Janji Jiwa volume 667 to the people around her like her family and friends. From the result of the interview with the baristas of Janji Jiwa volume 667, the baristas explained that the personal selling that they done is in form of promoting Janji Jiwa volume 667 from the place, products and the discounts to the customers of Janji Jiwa volume 667, their family and friends and also people around them. The writer argues that the promotion through personal selling that is done by all the people that are related with Janji Jiwa volume 667 is an effective way spread information about Janji Jiwa volume 667 that aims to get direct result like getting new customers until attract the customers to make a direct purchase of the offered product. This is due to the direct sales between the baristas and the customers that resulted the creation of high possibility of a product to be purchased directly by the customers that are offered because the prospective customers are getting information directly from the seller.

The other marketing strategy that is implemented by Janji Jiwa volume 667 is Sales Promotion. The sales promotion of Janji Jiwa volume 667 itself are in form of price discount and free delivery cost. In marketing a product, one of the fastest way for a business to attract the attention of the public or customers towards the offered product is by providing a discount promotion. The price discount of the products in Janji Jiwa volume 667 most of it are already set by headquarter of Janji Jiwa. For Janji Jiwa volume 667 itself, Janji Jiwa volume 667 also provides special price discount like price discount for the customer who purchase the products with Tomohon city ID card will get certain amount of discount in the context of Tomohon city birth day. the other sales promotion that Janji Jiwa volume 667 itself provides is free delivery for the people or customers that ordering online through the social media of Janji Jiwa volume 667 and purchase products with certain amount of price. For the sales promotion activities at the beginning of COVID-19 Pandemic, Janji Jiwa volume 667 provides discount promotion for the people and customers that purchase products using cashless like E-wallet or debit or credit card in order to decrease the direct contact when using cash. The writer argues that the strategy of sales promotion that Janji Jiwa volume 667 implemented is effective to increase the sales directly by the creation of direct purchased of the products by the customers and sales promotion can also quickly attract new customers.

One of the marketing activity to spread information about Janji Jiwa volume 667 to the public that is implemented Janji Jiwa volume 667 is through Word of Mouth promotion. The activity of word of mouth

promotion in Janji Jiwa volume 667 is done by both side which are the Janji Jiwa volume 667 itself like the people that are related with Janji Jiwa volume 667 and the customer's side. The writer argues that the strategy to spread information about Janji Jiwa volume 667 through word of mouth give is very influential in the rapid dissemination of information from a person to another a few other people. Like the owner and the baristas promoting Janji Jiwa volume 667 to the people around them. Then the information will keep on spreading to another people which very potentially creating new customers for Janji Jiwa volume 667. As well as the customers of Janji Jiwa volume 667 that spread information to the people around them by telling their experience and recommending Janji Jiwa volume 667 to the people around them. From there the information will keep on spreading until it reaches the new potential customers of Janji Jiwa volume 667. The spread of information through the word of mouth promotion the writer argues that the spread of information through word of mouth is really effective because the carried information is highly possible to quickly spread. The communication of word of mouth is more effective when it is done by the customers of Janji Jiwa volume 667 because these customers have already experienced Janji Jiwa volume 667 from the place, product and the service that Janji Jiwa volume 667 provides so the information can be more trusted and easier to accept by the people who received the information.

Based in the interview result with Anglica as the owner and the manager of Janji Jiwa volume 667, in terms of implementing the marketing communication strategy, Janji Jiwa volume 667 does not have many obstacles. This is because in promoting Janji Jiwa volume 667, people that are related with Janji Jiwa volume 667 like the owner and the manager until the baristas do not have limits to spread information about Janji Jiwa volume 667. Like promoting using social media or directly promoting to the customers or people around them. The only thing that hinders the marketing of Janji Jiwa volume 667 is Janji Jiwa volume volume 667 needs to pay more for the cost of using the service of Facebook Ads but for the owner and manager of Janji Jiwa volume 667 this is something that must be done. From the side of Baristas of Janji Jiwa volume 667 when directly promoting to the customers, the obstacle that occur is when serving customers from other country where the baristas need to try to understand what the overseas customers is want as well as trying to be understood by the foreign customers.

## Discussion

Based on the result of the interview with the sources which are the owner that is also the manager, the baristas and the customers of Janji Jiwa volume 667 about the marketing communication strategy of Janji Jiwa volume 667 to build and maintain the loyalty of the customers, it can be seen that in marketing the business, Product and service, Janji Jiwa volume 667 rightly implemented the marketing communication strategy that bring results that are in accordance with the target of Janji Jiwa volume 667. When marketing Janji Jiwa volume 667, the business of Janji Jiwa jiid 667 really understand the concept of Marketing Mix that is in line with what Janji Jiwa volume 667 has done as follows:

1. Product. The first thing that a business needs to pay attention on when doing marketing is the product. According to Kotler (2005), Product is all of the thing that can be offered to the market to satisfy the needs and wants, includes physics product, service, experience, place, people, property, information and idea. In this case Janji Jiwa volume 667 provides many kinds of beverage products as the product they offer to the market, from Coffee as the main product until Milk and Tea and also many more combination products. Coffee as the main product that Janji Jiwa volume 667 provides is served with the good quality that is made from the guaranteed raw material that resulted coffee product with good taste. This is in accordance with the explanation of the baristas of Janji Jiwa volume 667 where they explained that the products that they served are the product that made from guaranteed raw material that results products with good quality and delicious taste. It is also in line with the explanation of the customers of Janji Jiwa volume 667 that described the quality and the taste of the products that Janji Jiwa volume 667 provides is really good and guaranteed.
2. Price. The second thing that a business needs to pay attention on is the pice of the product. Price is the amount of money that consumers have to pay to the business to get the goods or service that they want to buy. According to Kotler and Armstrong (2012), price is the amount of value that customers give to get benefits from having or using a product or service. When determining the price of the product, a business needs to consider a few things when determining the price of the product such as the raw materials to make the product, production cost, the quality and also the target market. The price of the products in Janji Jiwa volume 667 are variative. With the price range of the products around Rp.15.000,- until around the price of Rp.30.000,-. In this case the price of the product in Janji Jiwa volume 667 is already determined by headquarter of Janji Jiwa where it is of course determined based on the consideration of the production cost,

quality, and the adjustment with the target market. Based on the result of the interview with the customer of Janji Jiwa volume 667, it can be seen that the average price of the product that Janji Jiwa volume 667 offered is still affordable for the customers, where it is considered by the customers as it matches with the quality and the taste of the products in Janji Jiwa volume 667.

3. Place. The next thing that a business needs to pay attention on is the place of the business. In doing business the place is referring to the location to do the process of buying and selling product and service. According to Kasmir (2009), Place is location to serve the customers, and it can also mean the place to display the product merchandise. In this case the location of the place of Janji Jiwa volume 667 is located in District of Mid Tomohon, sengel street, Matani One, Tomohon City, North Sulawesi. It is a strategic place in terms of tourism because the place of Janji Jiwa volume 667 is located in the location that is not really surrounded by settlement and residence so it can be said as not so crowded place. The place of Janji Jiwa volume 667 is located in residential suburbs where most parts of the location is plantation area with very stunning views. The place of Janji Jiwa volume 667 has the concept of Semi outdoor Tropical Architecture with the size of the area is around 600 m<sup>2</sup> has managed to make the customers of Janji Jiwa volume 667 comfortable with the place and amazed with the view that the place of Janji Jiwa volume 667 offered. The place of Janji Jiwa volume 667 is divided in a few areas which are indoor and outdoor that can fit in many occasions like fits for people who loved to hang out with friends or just relaxing, fits for organization meeting, student for study and many more.
4. Promotion. In marketing a business, product and service, a business is required to prepare a strategy that is considered as the most appropriate strategy to promote the product of service. According to Tjiptono (2000) promotion is an element in marketing mix that focusing to the effort to informing and asking and reminding the consumer about the brand and product of the company. Janji Jiwa volume 667 when marketing their product, they are implementing the marketing communication strategy where in is the promotional activities that communicate and spread information about the Janji Jiwa volume 667 from the product, service and the place, in order to maintain the customers loyalty.

The marketing communication strategies that Janji Jiwa volume 667 implemented are as follows:

1. Advertising. When spreading information about Janji Jiwa volume 667 from the business itself, the product until the service, one of the strategies of Janji Jiwa volume 667 is advertising. In doing advertising, Janji Jiwa volume 667 is using 2 kinds of advertising which are offline advertising and online advertising. The offline advertising of Janji Jiwa volume 667 is in form of banners that are posted around the location of Janji Jiwa volume 667. These banners that Janji Jiwa volume 667 used have different purpose at the different time. as at the beginning of the opening of Janji Jiwa volume 667 on 2019, these banners contained the information of the location and place of Janji Jiwa volume 667 and the products that they serve in Janji Jiwa volume 667 with the purpose to inform the public that Janji Jiwa has opened in Tomohon city and what are the products. Right now these banners contains information about new products of Janji Jiwa and the products with price discount which have the purpose to inform the customers about the new launched products of Janji Jiwa and the products with price discount. For the online advertising, Janji Jiwa volume 667 is using the service of social media which are Facebook and Instagram. When using Facebook, Janji Jiwa volume 667 besides generally posting content about Janji Jiwa volume 667, Janji Jiwa volume 667 is also using the feature of Facebook Ads to broadcast advertisement that contains information about the place and location and the products in Janji Jiwa volume 667. This is targeting to attract further customers that live outside Tomohon city. When using the service of Instagram, Janji Jiwa volume 667 spreads information about Janji Jiwa volume 667 from the place, products and products with price discount using the feature of Instagram Story by actively posting content to spread information about Janji Jiwa volume 667. According to Kotler (2005), advertising is any form of non-personal presentation and promotion of ideas, goods and services by a particular sponsor that requires payment. Based on the definition of Advertising according to the experts it can be seen that it is in accordance with what Janji Jiwa volume 667 has done by doing advertising to spread information and promoting Janji Jiwa volume 667.
2. Sales promotion. The next strategy that implemented by Janji Jiwa volume 667 is sales promotion. According to Kotler (2005) sales promotion is various collection of incentive tools, most of which are short term, designed to stimulate faster and greater purchase of particular product or service by consumers or merchants. In Janji Jiwa volume 667, the sales promotions are in form of price discount promotion and free delivery. For the price discount promotion of Janji Jiwa volume 667 most of it are already determined by headquarter of Janji Jiwa but Janji Jiwa volume 667. For the Janji Jiwa volume 667 itself they also provide

promotion like price discount for the Tomohon city's birthday. The price discount is available for the customers that purchase products in Janji Jiwa volume 667 with Tomohon city ID card. the other sales promotion that Janji Jiwa volume 667 itself provides is free delivery for the people or customers that ordering online through the social media of Janji Jiwa volume 667 and purchase products with certain amount of price. For the sales promotion activities at the beginning of COVID-19 Pandemic, Janji Jiwa volume 667 provides discount promotion for the people and customers that purchase products using cashless like E-wallet or debit or credit card in order to decrease the direct contact when using cash. the other sales promotion that Janji Jiwa volume 667 itself provides is free delivery for the people or customers that ordering online through the social media of Janji Jiwa volume 667 and purchase products with certain amount of price. For the sales promotion activities at the beginning of COVID-19 Pandemic, Janji Jiwa volume 667 provides discount promotion for the people and customers that purchase products using cashless like E-wallet or debit or credit card in order to decrease the direct contact when using cash.

3. Personal Selling. The next marketing communication strategy that is implemented by Janji Jiwa volume 667 is Personal selling, where the spread of information of Janji Jiwa volume 667 through personal selling is done by all the people that are related with Janji Jiwa volume 667 which are the owner and manager until all the baristas of Janji Jiwa volume 667. The spread of information about Janji Jiwa volume 667 through the promotion is done by Angelica as the owner and manager of Janji Jiwa volume 667 is done directly to the people around her like her family and friends where Angelica promote and spread information about the place of Janji Jiwa volume 667 and the products and service in Janji Jiwa volume 667. For the baristas of Janji Jiwa volume 667, the personal selling that they done are not only in promoting and spread information about Janji Jiwa volume 667 to the people around the like they family and friends but they also promote Janji Jiwa volume 667 from the place, products and the products with price discount promotion directly to the customers where it is resulting the increasing of new customers and direct purchase of the products that are offered by the barista that effects the increasing of sales. According to Tjiptono (2000), personal selling is a direct communication or face to face communication between the seller and the prospective customers to introduce a product to the prospective customers and create an understanding about the products so the customers will try and purchase the product.
4. Word of Mouth. The last marketing communication strategy that is implemented by Janji Jiwa volume 667 in order to promote and spread information about Janji Jiwa volume 667 is Word of mouth. According to Kotler (2005), word of mouth is the marketing activity from a person to another people either orally or written or also thought electronic communication tools based on the experience with the products services. The activity of Word of mouth promotion in Janji Jiwa volume 667 is done by both side which are the Janji Jiwa volume 667 itself like the owner, manager and the baristas and also the customer's side. The spread of information from the people that related to Janji Jiwa volume 667 like the owner, manager and the baristas and the customers of Janji Jiwa volume 667 is done by promoting Janji Jiwa volume 667 to the people around them based on their experience with Janji Jiwa volume 667. From there the information will keep on spreading until it reaches new potential customers.

When implementing the marketing communication strategy like promoting and spreading information about Janji Jiwa volume 667 in order to maintain the customer loyalty, Janji Jiwa volume 667 is supported by many factors. When promoting and spreading information of Janji Jiwa volume 667 from the business, the location, the products and service, Janji Jiwa volume 667 is leaning on the service of social media where at this time the public or the customers mostly are the user of social media. The other factors that supporting Janji Jiwa volume 667 when doing marketing activity is the customers itself, where the customers are helping to promote and share information about Janji Jiwa volume 667 without being forced by Janji Jiwa volume 667. This is done by the customers voluntarily that based on the experience that they get in Janji Jiwa volume 667 from the place, product and good service. The support supports that are done by the customers are in form of word of mouth activity directly to other people and also sharing information about Janji Jiwa volume 667 using their personal social media. And then the next supporting factors when implementing communication strategy are the brand of Janji Jiwa itself where it is a brand of a coffee shop that is already known and popular in Indonesia and also the management of Janji Jiwa that provides some of the discount promotions which helps to attract the customers.

When implementing marketing communication strategy, Janji Jiwa volume 667 does not have many obstacles. This is caused by there is no limitation for the owner and manager until the baristas to promote and spreading information about Janji Jiwa volume 667 directly to other people and also using social media. the only thing that hinders is the cost that Janji Jiwa volume 667 need to pay for using the service of Facebook Ads in

order to broadcast and sharing the advertisement of Janji Jiwa volume 667 to reach further customers. and from the side of baristas, the obstacles that occur is when they serving customers from other country, where the baristas need to try to understand what are the needs and the wants of the foreign customers which at the same time trying to be understood by the foreign customers.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result of the research that conducted by interview and observation along with the analysis of the data that are obtained from the field of the research, literature review, and other sources, then the writer concludes about the analysis of marketing communication strategy that implemented by Janji Jiwa volume 667 are as follows:

1. In doing marketing, Janji Jiwa volume 667 implemented the marketing communication strategy in order to promote and spread information about Janji Jiwa volume 667 to the public by doing promotion activities like Advertising, Sales Promotion, Personal Selling and the activity of Word of Mouth. These promotion activities are effective to attract the target customers and resulted the amount of increasing new customers and becoming loyal customers by doing the customers loyalty action.
2. The implementation of the strategy of Janji Jiwa volume 667 runs with the support many factors such as, the use of the social media services supported with most of the public and the customer are using social media when doing their activity. the other factor that supporting Janji Jiwa volume 667 when implemented the marketing communication is the customers itself where the customers sharing information about Janji Jiwa volume 667 through Word of mouth activity and also sharing information using social media social media based on their own personal experience at Janji Jiwa volume 667. The next factor is the brand of Janji Jiwa itself which is a popular brand for coffee shop in Indonesia and the management of Janji Jiwa that provides price discount promotion that helps to attract customers and maintain the loyalty of the customers.
3. When doing the marketing activities by implementing marketing communication strategy, Janji Jiwa volume 667 does not have many heavy obstacles. The obstacles are only in form of cost that they need to pay when using the service of Facebook Ads to broadcast the advertisement of Janji Jiwa volume 667 that aim to reach further customers. from the side of the baristas, the obstacles that occur is only when they are serving customers from other country, where the baristas need to understand what are the needs and the wants of the foreign customers along with trying to be understood by the customers.

### Recommendation

Based on the result of the research and the analysis of the data, the writer assumed that when implementing marketing communication strategy, Janji Jiwa volume 667 still can maximized the strategy that can bring better result. So the writer try to give suggestion and advice related to the marketing communication strategy that implemented by Janji Jiwa volume 667 where this can be the reference for Janji Jiwa volume 667 to develop the business.

1. When doing marketing activities Janji Jiwa volume 667 is using advertising, when doing offline advertising it is better for Janji Jiwa volume 667 to post banners that contain information about Janji Jiwa volume 667 not only around the area of Janji Jiwa volume 667 but also post around many places in Tomohon city. that way Janji Jiwa volume 667 can more widely spread information along with promoting Janji Jiwa volume 667 to the public and the customers.
2. Besides using banners to promote Janji Jiwa volume 667, Janji Jiwa volume 667 should try to doing advertising in form of Radio because the are many people in around Tomohon city still listening to Radio in their activity and get information from Radio.
3. Related to the promotion activity, although the headquarter of Janji Jiwa has a division that handles the relation with the public, it is better for Janji Jiwa volume 667 to have their own division that handle the public because Janji Jiwa volume 667 is not only highlights the product that they offer, but Janji Jiwa volume 667 also offers the place and the location that is one of the things that they highlight in the business of Janji Jiwa Volume 667.

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