

INTEGRATED MARKETING COMMUNICATIONS (IMC) STRATEGY IN ATTRACTING ATTENTION INTEREST BUY CONSUMERS IN THE CURRENT COFFEE BUSINESS

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ABSTRACT

Contemporary coffee industry the more competitive so it is important for business actors to implement effective marketing strategies use interesting interest buy consumers. This study aims to explore implementation of Integrated Marketing Communications (IMC) and its impact on consumer interest buy consumers in contemporary coffee businesses. The research method used is qualitative with interviews in-depth and focused group discussions to coffee shop owners and managers. The results of the study showed that the implementation of IMC through social media, promotion attractive and launching new menus can increase interest buy and create experience comprehensive for customers. However, challenges such as limited budget and difficulties guard consistency messages across multiple channels need to be addressed. The implications of this research suggest that an integrated IMC strategy can strengthen connection between brands and consumers as well as increase competitiveness in the market. This study also suggests further exploration of collaboration with local influencers to enhance effectiveness marketing.

Keywords: *Integrated Marketing Communications, interest buy*

INTRODUCTION

Contemporary coffee industry has grown very rapidly and is now a part of not inseparable from style living in the present especially among millennials and Gen Z. For This generation, coffee is not just drink but also a representation of style life, social status, and way express yourself closely in relation to digital culture and social media. In addition , Gen Z is known have higher purchasing power compared to previous generation with a tendency choose personalized products so that own identity strong brand as well as offer an authentic and enjoyable experience (Azahra et al. 2024). Development This trend encourages contemporary coffee businesses to continue innovate and adapt to the increasing market demands complicated and full competition. On the other hand, Micro, Small, and Medium Enterprises (MSMEs) have a crucial role in supporting economy, both in terms of national and

global (Tambunan 2019). Creative efforts like this actually make a big contribution big on economic growth. This can be seen in the characteristics the specialty that can create field work and support the development of the soul entrepreneurship (Mahmud, Asnawi, and Yuliati 2024). Even so, this sector is still faced with challenges big in keeping business performance in the midst increasingly competitive market strict (Mahmud, Asnawi, and Yuliati 2024). Ability in terms of marketing , excellence competitive , and organizational culture becomes an important element that determines success of MSMEs (Olazo 2023). At this time, the Integrated Marketing Communications (IMC) approach is present as an integrated strategy to create communication more effective marketing. IMC brings together various aspects promotion, start from advertising, public relations, marketing direct, promotion sales, to digital strategy in one narrative consistent branding across multiple communication platforms (Butkouskaya, Llonch-Andreu, and Alarcón-del-Amo 2020).

This approach not only strengthens existence and identity brand but also build closer relationship between brands with their consumers through structured and cohesive messages (Singh et al. 2024). With optimal implementation of IMC, contemporary coffee businesses can increase their competitiveness. at a time answer need today 's increasingly sophisticated consumers diverse and constantly changing (Pahlevi and Nurcahyo 2022). In this regard , the current coffee shop industry face challenge big in pulling attention consumers in the middle tightness market (Adeleke 2020). In that way the amount choice product similar, contemporary coffee businesses often struggle to differentiate themselves and create mark sell unique that can captivate consumer (Aziz et al. 2023; Discua Cruz, Centeno Caffarena, and Vega Solano 2020). Although The concept of Integrated Marketing Communications (IMC) is well known broad as an effective strategy to unite various elements promotion However a deep understanding of how IMC can effectively direct influence decision purchase consumer Still limited (Kulshreshtha, Administration, and Khetri 2016; Singh et al. 2024; Wanjira 2018).

Therefore , from some studies have been conducted (Mazwan et al. 2023; Muflikh, Zamborita, and Burhani 2024)that there is emptiness significant in the linking literature IMC implementation with interest buy consumer especially in the contemporary coffee shop sector. Although Lots research that reviews the importance of IMC in creating communication effective marketing empirical research that is special researching the influence of IMC on decisions purchases in this industry are still seldom found (Gupta and Mani Singh 2022) . This raises a critical need to explore how IMC strategies can be implemented more effectively. use interesting attention and interest buy consumers in a highly competitive market. This research aims to fill This gap is filled with a data- based approach and in-depth analysis, which is expected to provide new insights for contemporary coffee business actors in designing more integrated and efficient marketing strategies. In addition, this study offers significant innovation with a focus on the application of Integrated Marketing Communications (IMC) in the context of the contemporary coffee industry which is still minimally explored in the

literature academic. This research is not only aimed at expanding understanding of IMC strategies but also to provide insight practical for business actors in facing ongoing market challenges developing. Thus, this research is expected to contribute to the development of communication science. marketing and provide guidance strategic for MSMEs in the coffee sector to increase competitiveness and attract interest buy consumers in the competitive digital era.

RESEARCH METHODS

This study applies a qualitative approach to explore how the Integrated Marketing Communications (IMC) strategy is applied to contemporary coffee shop businesses. Target The main ones are the owners and managers of coffee shops operating in Kendari City, with the selection sample done in a way purposive to remain represent target population. Data collection was carried out through interview in -depth and focus group discussions aimed at understanding experience as well as their views on the implementation of IMC. The data obtained Then analyzed use method thematic with purpose identify patterns, themes, and relationships that are relevant in the context of behavior consumers in doing purchase.

RESULTS AND DISCUSSION

5.1 Understanding IMC

Based on the results of this study show that creating experience comprehensive customer into one aspect crucial in implementing the Integrated Marketing Communications (IMC) strategy in contemporary coffee shop businesses. This strategy includes the integration of various forms of communication marketing like atmosphere outlets, interactions through digital platforms, as well as innovative promotions to build consistent and satisfying experience for consumers. In addition, the research results also show that the combination IMC elements, such as digital advertising, launch events products, and sales personally, able increase involvement customer at a time push interest buy through a well -organized approach. The findings of this study are in line with research (Idris 2022) that the atmosphere shop , quality previous services and interactions impact the experience customers and their loyalty to the brand . In addition , the findings (Li, Larimo, and Leonidou 2021) that marketing strategy creative such as social media campaigns and promotions local proven effective in building connection emotional with customers . This finding shows that the experience Comprehensive is the key to winning loyalty consumers in a competitive market. Therefore, by implementing IMC in a Strategically, contemporary coffee businesses in Kendari City can create more meaningful interactions with customers while strengthen image brand. This not only increases interest buy but also encourage connection term interconnected length profitable between brands and consumers.

5.2 Implementation of IMC Strategy

Based on the results of this study show that the use of social media such as Instagram and Facebook have an important role in encouraging interest buy consumers in contemporary coffee shop businesses. Social media is used as a channel main to expand range audience, tighten relationships with customers, as well strengthen identity brand. Tactics such as holding contest engaging on Instagram or giving away discount's prices in days certain proven capable increase interaction and engagement consumer in a way effective. The findings of this study are in line with research (Park and Namkung 2022) that social media has an impact on increasing number of coffee shops. The use of social media allows coffee shops to expand market share building customer relationship potential and increase awareness brand. In addition , the findings (de Oliveira Santini et al. 2020) shows that social media marketing is directly affect satisfaction customers . In addition, the use of social media not only increases loyalty customer but also creates perception positive on the brand. Thus, the results of this study confirm that IMC strategies are based on social media and promotions. sales have a real impact on decisions purchase consumers. By utilizing content creative and interactive direct Through digital platforms, contemporary coffee businesses can increase their appeal in a competitive market. at a time build connection term long with customers.

5.3 Impact on Interest Buy Consumer

Based on research results that have been conducted shows that the Integrated Marketing Communications (IMC) campaign focused on launching a new menu through promotion on social media is proven capable increase interest buy consumer as well as trigger surge amount visitors on the day launch in a coffee shop. This approach is effective in attracting attention candidate customers and encourage them to do purchase. The results of this study also show that the use of Instagram as a promotional media own effect on interest consumers to buy. In addition, the presentation attractive visual content on the platform also contribute to strengthening awareness brand and drive intention buy. The findings of this study are in line with research (Appel et al. 2020; Li, Larimo, and Leonidou 2021) that promotion through social media can expand range marketing and increasing engagement with customers potential. This finding also emphasizes importance integration of digital marketing strategies in IMC campaigns for coffee shops. Therefore, by utilizing the power of social media especially in launching new menus, coffee shops can create good new impression so push surge visitors. In addition, implementing an integrated IMC strategy with a focus on engaging content on social media can be a very effective strategy in increasing interest buy and push decision purchase consumers.

5.4 Challenges in IMC Implementation

Based on research results that have been conducted shows that one of the challenge The main thing in implementing the Integrated Marketing Communications (IMC) strategy in contemporary coffee businesses is the limitations budget for advertising and promotional activities as well as difficulty in maintaining consistency messages on various channels communication. Obstacles This budget limits effectiveness campaign marketing while inconsistency messages can be damaging trust consumers on the brand. This study also shows that although There are efforts to integrate advertising, public relations, and digital marketing, limited funds remain a barrier to expansion. range promotion. Therefore, planning strategic is very necessary so that the message is conveyed still in sync across all channels communication Therefore , this finding is in line with research (Cascón-katchadourian and Guallar 2025) that the challenge in aligning content promotion on social media with offline activities especially when budget marketing limited . Inconsistency message at risk create confusion among consumers. The findings of this study confirm that the challenges financial and coordination inter-channel communication requires an effective management approach. Therefore, the solution such as prioritization channel impact height and use of tools management content centralized can help overcome these obstacles.

CONCLUSION AND SUGGESTIONS

Implementation of Integrated Marketing Communications (IMC) strategy in contemporary coffee business own significant effect on increasing interest buy consumers. Through utilization of social media, attractive promotions as well as launching a new menu, business actors can create experience comprehensive and strengthening customers ties with consumers. However, obstacles such as limited budget and challenges in maintaining harmony messages on various channels communication is still an obstacle that needs to be overcome. Therefore, business actors need to develop a more integrated IMC strategy with an emphasis on more efficient budget management. as well as utilization tool management content use guard consistency messages. In addition, collaborating with local influencers and utilizing digital technology can also increase effectiveness communication marketing. As for further research, it is suggested to explore influence term long from IMC strategy implementation towards loyalty customers in a wider scope.

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