

ABSTRAK

Industri kopi di Indonesia mengalami pertumbuhan yang signifikan, terutama seiring dengan meningkatnya minat masyarakat, khususnya generasi muda, terhadap konsumsi kopi. Bertemu Coffee Baturaja, yang bergerak di sektor usaha kedai kopi, menghadapi tantangan dalam meningkatkan penjualannya di tengah persaingan yang ketat. Penelitian ini bertujuan untuk menganalisis penerapan bauran promosi dalam upaya meningkatkan penjualan pada Bertemu Coffee Baturaja. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara dengan pemilik usaha, serta pengumpulan data penjualan dan dokumentasi promosi. Berdasarkan hasil penelitian, ditemukan bahwa Bertemu Coffee menggunakan empat elemen bauran promosi, yakni media sosial (Instagram), *personal selling*, *event*, dan *word of mouth*. Meskipun demikian, hasil penjualan Bertemu Coffee masih mengalami fluktuasi. Penelitian ini menyarankan agar Bertemu Coffee memperluas strategi promosi dengan menambahkan periklanan melalui media sosial dan rutin melaksanakan *event* untuk meningkatkan kesadaran merek dan daya tarik konsumen. Diharapkan, penerapan strategi promosi yang lebih terintegrasi dapat memperkuat posisi Bertemu Coffee dalam menghadapi persaingan industri kedai kopi dan meningkatkan penjualannya.

Kata Kunci: Bauran Promosi, Media Sosial, Penjualan.

ABSTRACT

The coffee industry in Indonesia has experienced significant growth, especially with the increasing interest of the public, particularly the younger generation, in coffee consumption. Bertemu Coffee Baturaja, which operates in the coffee shop sector, faces challenges in increasing its sales amid tight competition. This research aims to analyze the application of the promotional mix in efforts to boost sales at Bertemu Coffee Baturaja. The research method used is a qualitative approach with data collection techniques through observation, interviews with business owners, as well as sales data collection and promotional documentation. Based on the research results, it was found that Bertemu Coffee uses four elements of the promotional mix, namely social media (Instagram), personal selling, events, and word of mouth. However, Bertemu Coffee's sales results still experience fluctuations. This study recommends that Bertemu Coffee expand its promotional strategy by adding advertising through social media and regularly conducting events to increase brand awareness and consumer attraction. It is hoped that the implementation of a more integrated promotional strategy can strengthen Bertemu Coffee's position in facing competition in the coffee shop industry and increase its sales.

Keywords: Promotion Mix, Social Media, Sales.