

MARKETING STRATEGY TO INCREASE BRAND AWARENESS OF BUNA INDONESIA

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**STUDY PROGRAM OF BUSINESS
SCHOOL OF BUSINESS
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ABSTRACT

AZELYA ODRIA. Marketing Strategy to Increase Brand Awareness of Buna Indonesia. Supervised by ALFA CHASANA and SITI JAHROH.

The COVID-19 pandemic has greatly affected life in Indonesia, including a rise in coffee consumption. However, Buna Indonesia, a coffee shop in Cilegon, faces challenges in aligning its social media marketing with sales targets due to low brand awareness. The objectives of this study are to identify the implementation of the 4C marketing mix, analyze the level of brand awareness of Buna Indonesia, and formulate the marketing strategy to increase brand awareness. This research used the pyramid brand awareness framework, the 4C marketing mix, and descriptive analysis. A questionnaire was conducted from July until December 2024. A total of 200 respondents were selected through purposive sampling. The findings indicated that Buna Indonesia has not implemented all the ideal strategies of the 4C marketing mix, and the brand awareness level among the respondents remains low. To address these challenges, Buna Indonesia should expand its social media and adopt more effective marketing strategies based on the 4C framework. Suggested improvements included introducing product collaborations, implementing a membership card system, and conducting surveys and interviews to attract a broader customer in the future.

Keywords: Cilegon, coffee shop, marketing mix 4c, pyramid brand awareness

ABSTRAK

AZELYA ODRIA. Strategi Pemasaran dalam Meningkatkan Kesadaran Merek di Buna Indonesia. Dibimbing oleh ALFA CHASANA dan SITI JAHROH.

Pandemi COVID-19 telah mempengaruhi kehidupan di Indonesia, termasuk meningkatnya konsumsi kopi. Namun, Buna Indonesia, sebuah kafe di Cilegon, menghadapi tantangan dalam menyelaraskan pemasaran media sosial dengan target penjualan akibat rendahnya kesadaran merek. Tujuan dari penelitian ini adalah untuk mengidentifikasi penerapan bauran pemasaran 4C, menganalisis tingkat kesadaran merek Buna Indonesia, dan merumuskan strategi pemasaran untuk meningkatkan kesadaran merek. Penelitian ini menggunakan kerangka *pyramid brand awareness*, bauran pemasaran 4C, dan analisis deskriptif. Kuesioner survei dilakukan pada periode Juli hingga Desember 2024. Sebanyak 200 responden dipilih melalui *purposive sampling*. Temuan penelitian menunjukkan bahwa Buna Indonesia belum sepenuhnya menerapkan strategi bauran pemasaran 4C yang ideal, dan tingkat kesadaran merek di kalangan responden masih rendah. Untuk mengatasi tantangan ini, Buna Indonesia perlu memperluas saluran media sosial dan mengadopsi strategi pemasaran yang lebih efektif berdasarkan kerangka 4C. Saran perbaikan meliputi memperkenalkan kolaborasi produk, menerapkan

sistem kartu keanggotaan, serta melakukan survei dan wawancara untuk menarik pelanggan yang lebih luas di masa depan.

Kata kunci: bauran pemasaran 4C, Cilegon, kedai kopi, piramida kesadaran merek

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MARKETING STRATEGY TO INCREASE BRAND AWARENESS OF BUNA INDONESIA

AZELYA ODRIA

Final Thesis

As one of the requirements to obtain a degree of
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at the School of Business

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Bogor, December 2024

Azelya Odria



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