

ABSTRAK

**ANALISIS STRATEGI KOMUNIKASI LOYALTY CARD DALAM
MENDUKUNG KEBERLANJUTAN BISNIS RUMAH BUDHE COFFEE
MENGUNAKAN PENDEKATAN INTEGRATED MARKETING
COMMUNICATION (IMC)**

Maria Winih Wening Hening
Program Studi Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk menganalisis strategi komunikasi program *loyalty card* Rumah Budhe Coffee menggunakan pendekatan *Integrated Marketing Communication* (IMC) dalam rangka mendukung keberlanjutan bisnis. Metode yang digunakan adalah pendekatan kualitatif deskriptif dengan pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa dari delapan elemen IMC, elemen yang paling efektif adalah *personal selling* dan *word of mouth marketing*. *Personal selling* dilakukan langsung oleh barista yang mampu menyampaikan informasi program dengan bahasa yang ramah, jelas, dan persuasif, sehingga mendorong minat pelanggan. Sementara itu, *word of mouth marketing* berperan sebagai kekuatan alami melalui komunikasi antar pelanggan yang menyebarkan pengalaman positif dan mendorong partisipasi terhadap program *loyalty card*. Sebaliknya, elemen seperti *advertising*, *direct marketing*, dan *interactive marketing* masih kurang optimal karena minimnya informasi yang disampaikan, tidak adanya konten menarik, serta tidak dimanfaatkannya database pelanggan secara maksimal. Elemen *sales promotion* dinilai kurang efektif karena tidak adanya batasan waktu yang menciptakan dorongan segera, sementara *event and experience* serta *public relation* juga belum dimaksimalkan. Penelitian ini merekomendasikan peningkatan pada elemen-elemen yang lemah agar strategi komunikasi *loyalty card* dapat berjalan lebih optimal dalam menunjang keberlanjutan bisnis Rumah Budhe Coffee.

Kata kunci: *Loyalty card*, *Integrated Marketing Communication* (IMC).

ABSTRACT

**ANALISIS STRATEGI KOMUNIKASI LOYALTY CARD DALAM
MENDUKUNG KEBERLANJUTAN BISNIS RUMAH BUDHE COFFEE
MENGUNAKAN PENDEKATAN INTEGRATED MARKETING
COMMUNICATION (IMC)**

Maria Winih Wening Hening
Program Studi Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

This study aims to analyze the communication strategy of the Rumah Budhe Coffee loyalty card program using the Integrated Marketing Communication (IMC) approach to support business sustainability. A descriptive qualitative method was employed through observation, interviews, and documentation. The findings reveal that among the eight IMC elements, the most effective are personal selling and word of mouth marketing. Personal selling is carried out directly by baristas who communicate the benefits of the loyalty card in a friendly, clear, and persuasive manner, thereby increasing customer interest. Meanwhile, word of mouth marketing acts as a natural strength through customer-to-customer communication that shares positive experiences and encourages participation in the loyalty program. On the other hand, elements such as advertising, direct marketing, and interactive marketing remain suboptimal due to a lack of clear information, unengaging content, and underutilized customer databases. Sales promotion is considered less effective due to the absence of time-limited incentives that could create urgency. Additionally, event and experience as well as public relations efforts have yet to be maximized. This study recommends improving the weaker IMC elements to enhance the overall communication strategy of the loyalty card and better support the business sustainability of Rumah Budhe Coffee.

Keywords: Loyalty card, Integrated Marketing Communication (IMC).