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Integrated Marketing Communication Strategy to Enhance the Brand Image of Kopi Kenangan in Semarang City

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Abstract. This study is motivated by the increasingly competitive coffee industry, which encourages companies to implement marketing communication strategies that can build and maintain a strong brand image. Kopi Kenangan needs to integrate various communication channels so that messages delivered to consumers remain consistent and create positive perceptions. This study aims to analyze the Integrated Marketing Communication strategy implemented by Kopi Kenangan in improving its brand image in Semarang City. This research employed a qualitative method involving 15 informants consisting of consumers and parties related to Kopi Kenangan's marketing activities. Data were collected through observation, interviews, and documentation, then analyzed through data reduction, data presentation, and conclusion drawing. The findings indicate that Kopi Kenangan implements marketing communication through advertising, sales promotion, social media, digital applications, direct customer service, and consistent brand identity. Social media and promotional programs are important channels through which consumers obtain information about products and offers. The resulting brand image is generally positive, characterized by perceptions of Kopi Kenangan as a modern, practical, popular, accessible brand with diverse products and good service. Integrated communication strategies contribute to strengthening the brand image of Kopi Kenangan among consumers in Semarang City.

Keywords: Brand Image; Consumers; Integrated Marketing Communication; Kopi Kenangan; Marketing Communication.

1. INTRODUCTION

The increasingly dynamic nature of the business world compels companies to adapt to changing consumer needs and behaviors (Anas & Yunarti, 2025). Increasingly widespread business competition requires companies not only to provide high-quality products or services but also to build good relationships with consumers(Sukma, 2025) . Consumers have a wide range of options for meeting their needs; consequently, information about a product plays a crucial role in the decision-making proces (Permana, 2023). Technological advancements have also accelerated the process of information dissemination across various communication media. Consequently, marketing communication has become a crucial component in supporting a company's activities (Hasan & Destiana, 2025) .

Marketing communication refers to the activities companies use to convey information about products, services, values, and identity to consumers(Golan, 2025; Suhartono et al., 2026). Messages can be conveyed through various forms of communication, such as advertising, sales promotion, public relations, direct marketing, personal selling, and digital media. Utilizing multiple communication channels requires targeted message management to ensure that the information received by consumers aligns with the identity the company aims to establish (Habibah, 2023) .The growth of digital media also offers companies opportunities to reach a wider consumer base and engage in interactive communication. Given the diversity

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of these communication channels, companies must carefully consider their choice of media and message formats to ensure they align with the characteristics of their consumers (Moala & Nihlatul, 2025) .

Changes in consumer behavior also influence how companies conduct their marketing communication activities (Arsy, 2026). Today, consumers can obtain information about products through social media, search engines, digital applications, websites, advertisements, recommendations from others, and direct experience using the products or services. Information gathered from these various sources can shape consumers' knowledge, impressions, and evaluations of a brand (Fadilla, 2025) . Consumer experiences with products, services, communication, and interactions with the company can be part of the process of shaping brand perception (Puspitasari, 2026) . This situation demonstrates that marketing communication is not merely about conveying information but also relates to the experiences and perceptions that arise within the consumer (Daga, 2026) .

Brand image is one aspect that can influence how consumers recognize and evaluate a brand (Naina & Sasmita, 2025) . That image is formed through the various information, experiences, associations, and interactions that consumers acquire while engaging with a brand (Rejha, 2025). Companies need to ensure alignment between the messages conveyed and the identity they wish to project, so that consumer perceptions can develop positively (Wulandari & Astaguna, 2026). Effective management of marketing communications can help a company convey its brand value and character through the various channels used by consumers (Walibuana, 2025). Studies on marketing communication and brand image are crucial for understanding how a company's communication activities can shape perceptions and foster better relationships with consumers (Farid & Mifta, 2026) .

The implementation of integrated marketing communications has been shown to support the activities of media companies (Taryana, 2023) . Syafa's research found that the use of social media, word-of-mouth, and message consistency can help build an image and attract public interest (Syahputra, 2024) . Syifa's research shows that advertising, sales promotion, public relations, personal selling, and direct marketing are used to increase brand awareness (Putri, 2026) . Mahaswari's research on the implementation of IMC on Orlena's Instagram found that the use of various forms of marketing communication can increase brand awareness and consumer purchase interest (Mahaswari, 2025) . These studies demonstrate that IMC can be used to build brand awareness, perception, and image; however, they have not specifically addressed Kopi Kenangan's IMC strategies for enhancing its brand image in the city of Semarang.

The increasingly competitive coffee business landscape necessitates that companies adopt marketing communication strategies capable of building a positive image in the minds of consumers (Pujiastuti et al., 2026). As a well-known coffee brand, Kopi Kenangan faces competition from various similar brands offering diverse products, pricing, promotions, and consumer experiences. The use of social media, mobile applications, sales promotions, in-store communications, and consumer interactions plays a crucial role in conveying the brand's message. This study focuses on how Kopi Kenangan integrates these various communication activities to build and enhance its brand image in the city of Semarang. It also examines how consumers perceive the messages conveyed, as well as the factors that facilitate or hinder the implementation of Kopi Kenangan's Integrated Marketing Communication (IMC) strategy.

This study aims to examine and analyze the Integrated Marketing Communications (IMC) strategy implemented by Kopi Kenangan to enhance its brand image in Semarang City. It also seeks to identify the forms of marketing communication employed such as advertising, sales promotion, direct marketing, public relations, personal selling, social media, and digital communication and to understand how these various forms are integrated to convey the brand message to consumers. Furthermore, the study aims to assess consumer perceptions of Kopi Kenangan’s marketing communication activities, as well as the factors facilitating and hindering the implementation of the IMC strategy.

Shifts in consumer habits regarding information acquisition via digital media mean that marketing communication is no longer limited to advertising; it now spans various channels such as social media, applications, promotions, consumer reviews, and direct in-store interactions. Kopi Kenangan must effectively manage these channels to ensure that the messages received by consumers remain consistent and foster a positive brand perception. While previous studies have demonstrated that Integrated Marketing Communications (IMC) can support brand awareness, promotions, and brand image, research specifically examining Kopi Kenangan’s IMC strategy in Semarang remains limited. This study is essential to understand how the strategy is implemented and how that implementation relates to the formation of the brand's image among consumers.

The novelty of this study lies in its specific subject, geographical scope, and research focus. Previous research on Integrated Marketing Communications (IMC) has largely focused on media companies, the tourism sector, startups, and the use of Instagram as a marketing channel. In contrast, this study specifically examines Kopi Kenangan a brand within the coffee industry with a geographical focus on the city of Semarang. A limitation of this study is that it focuses exclusively on Kopi Kenangan outlets in Semarang; consequently, the findings may

not reflect the conditions across all Kopi Kenangan branches throughout Indonesia. Furthermore, as the study employs a qualitative approach, the data rely on interviews, observations, and documentation obtained from selected informants. The limited number of informants means that the captured consumer experiences may not fully represent the entire customer base of Kopi Kenangan in Semarang.

2. THEORITICAL REVIEW

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach to marketing communication that coordinates various promotional activities to deliver consistent, clear, and persuasive messages to target audiences (Noviyanti & Purnamasari, 2026). Rather than treating advertising, public relations, sales promotion, direct marketing, and digital communication as separate activities, IMC integrates these elements into a unified communication strategy. This integration enables organizations to maintain consistency across communication channels and strengthen the relationship between brands and consumers.

According to Kotler and Keller (2016), marketing communication represents the means through which companies inform, persuade, and remind consumers about the products and brands they offer. Effective marketing communication therefore involves not only delivering information but also creating meaningful associations between a brand and its target market. Within the IMC framework, communication activities should be aligned with the company's marketing objectives, brand positioning, and consumer expectations.

Several communication tools are commonly associated with IMC, including advertising, sales promotion, public relations, personal selling, direct marketing, and digital marketing. In the context of the coffee and beverage industry, these tools can be implemented through promotional campaigns, discounts, loyalty programs, social media content, collaborations, and customer engagement activities. The effectiveness of these initiatives depends on their relevance to the target audience, consistency across channels, and ability to communicate the brand's distinctive value.

For Kopi Kenangan in Semarang City, IMC can be examined through the coordination of promotional messages across physical outlets and digital platforms. Social media campaigns, mobile applications, promotional offers, and other consumer-facing communication activities may contribute to how customers perceive the brand. However, the presence of multiple communication channels does not automatically indicate effective

integration. The analysis should consider whether these channels communicate a consistent brand identity and reinforce one another in shaping consumer perceptions.

Brand Image

Brand image refers to the perceptions and associations that consumers hold about a brand (Agustiningsih et al., 2026; Rahma et al., 2026). These perceptions develop through consumers' experiences, exposure to marketing communication, interactions with the company, and information obtained from other consumers. A favorable brand image can help differentiate a company from competitors, increase consumer confidence, and strengthen the likelihood of repeat purchases.

Keller (1993) explains brand image in terms of brand associations held in consumer memory. These associations may relate to product attributes, benefits, and overall evaluations of a brand. Brand image is therefore not determined solely by a company's intended message; it also depends on how consumers interpret and remember the information they receive.

In the coffee shop industry, brand image may be reflected in perceptions of product quality, price affordability, service quality, convenience, brand personality, and customer experience. Consumers may also associate a coffee brand with particular lifestyles, social activities, or emotional experiences. Such associations can distinguish one brand from another, especially when consumers perceive competing products as similar in their basic functions.

For Kopi Kenangan in Semarang City, brand image can be examined through consumers' perceptions of the brand's identity, product offerings, value for money, accessibility, and overall customer experience. These dimensions should be operationalized according to the research design and supported by relevant indicators. The study should also distinguish between the brand image that the company intends to communicate and the image actually perceived by consumers.

3. RESEARCH METHOD

This study employs a qualitative research approach, involving 15 informants selected based on their relevance to and knowledge of the research subject. According to Sugiyono, qualitative research is used to understand the condition of the subject in its natural setting with the researcher serving as the primary instrument, while data collection is conducted through interviews, observation, and documentaion(Sugiyono, 2021) . This study employs the Integrated Marketing Communications theory; according to Kotler, integrated marketing communications is the process of integrating various communication channels to convey a consistent message to consumer (Kotler & Keller, 2020) . The theory is used to identify the

communication strategies implemented by Kopi Kenangan through advertising, sales promotion, public relations, direct marketing, personal selling, and digital media. Employing this theory enables the research to examine how these various communication activities are planned and executed to convey product information and build relationships with consumers.

According to Keller, brand image is the consumer's perception of a brand, formed by various associations stored in their memory. This concept is used to examine how Kopi Kenangan's marketing communications shape consumer perceptions of the brand. The study explores the views of 15 informants regarding brand identity, product quality, product advantages, promotional appeal, service, purchasing experience, and communications received via social media and digital channels(Kotler Amstrong, 2016) According to Moleong, qualitative research yields descriptive data in the form of words from informants and observed behaviors; therefore, this approach is suitable for gaining an in-depth understanding of consumers' experiences and perceptions regarding the Kopi Kenangan brand image(Moleong, 2017) . Data from interviews, observations, and documentation were then analyzed to identify the forms of marketing communication employed and the perceptions that emerged among consumers.

This study focuses on the Integrated Marketing Communications strategy for enhancing the brand image of Kopi Kenangan in Semarang City. According to Sugiyono, the selection of informants in qualitative research requires considering individuals deemed knowledgeable and understanding of information related to the research subject (Sugiyono, 2021) . Fifteen informants were selected to gather perspectives from parties involved in marketing activities and from consumers as recipients of communication messages. The analysis of communication strategies utilized the theories of Kotler and Keller, while the brand image analysis employed Keller's concepts. The study also adopted Miles's approach to data analysis, involving data condensation, data display, and conclusion drawing and verification (Miles & Huberman, 2015) . The application of these expert frameworks is expected to assist the research in obtaining in-depth data regarding Kopi Kenangan's communication strategies and brand image formation based on consumer experiences in Semarang City.

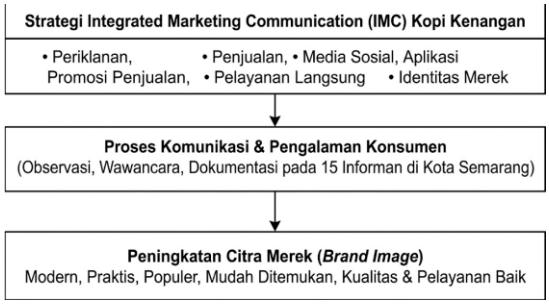

Fig 1. Framework of Thinking.

The research framework is grounded in the corporate need to convey information and cultivate positive perceptions through integrated marketing communications. The Integrated Marketing Communications (IMC) strategy serves as the basis for analyzing the various forms of communication employed by the company including advertising, sales promotion, public relations, direct marketing, personal selling, social media, and digital communication. These communication forms are analyzed based on message delivery, media usage, consumer interaction, and the consistency of the brand identity presented to consumers. Communication activities received by consumers are then linked to the formation of brand perceptions and associations such as views regarding product quality, service, convenience, popularity, and brand character. These perceptions form the basis for analyzing the brand image held by consumers; thus, the research framework illustrates the relationship between the IMC strategy (the primary focus) and the process of brand image formation (the outcome), which is examined through observation, interviews, and documentation involving research informants.

4. RESULT AND DISCUSSION

This study was conducted at Kopi Kenangan outlets in Semarang City, Central Java. Semarang was selected as the research site due to Kopi Kenangan's presence and its engagement with the public through both physical outlets and various marketing communication channels. The study site served as a setting to observe Kopi Kenangan's communication activities ranging from product information dissemination, promotions, and customer service to the use of brand identity and interactions between consumers and employees. Observations also focused on various forms of communication that shape the consumer's brand experience. Data were gathered through observation, interviews, and documentation, involving 15 informants selected based on their connection to the subject of the study. Through this setting, the researcher was able to gain insight into the implementation of Integrated Marketing Communications in Kopi Kenangan's marketing activities and

understand consumer perceptions of the brand image formed through their interactions with the company's products and services.

Table 1. Informant Characteristics.

Karakteristik	Category	Amount
Gender	Male	7
	Famale	8
Age	18–25 years	9
	26–35 years	4
	>35 years	2
Occuption	Student	7
	Employee	5
	Entrepreneur	2
	Other	1
Purchase Frequency	1–2 times/month	5
	3–4 times/month	6
	>4 times/month	4
Amount of Informants		15

Based on Table 1, the study involved 15 informants with diverse characteristics. The group consisted of 8 females and 7 males. Regarding age, the largest group fell within the 18–25 age range (9 informants), followed by the 26–35 age group (4 informants) and those over 35 (2 informants). In terms of occupation, university students constituted the largest group (7 individuals), followed by employees (5), entrepreneurs (2), and one individual with another occupation. Purchase frequency data revealed that 6 informants made purchases 3–4 times a month, 5 made purchases 1–2 times a month, and 4 made purchases more than 4 times a month. These characteristics indicate varying levels of interaction with Kopi Kenangan among the informants, allowing the gathered information to reflect consumer experiences across different purchase frequencies. The predominance of informants aged 18–25 also highlights the significance of the young demographic in research concerning Kopi Kenangan's marketing communication, particularly given their familiarity with social media and digital platforms as sources of product information.

Table 2. Observation Results.

Aspect Observed	Observation Results
Brand identity	Logo, brand name, outlet design, packaging, and brand attributes are displayed consistently.
Promotion	Information regarding products and promotions is displayed via digital media and in-store promotional materials.
Social Media	Social media is used to convey product information, promotions, and brand-related content.
Service	Staff provide direct service to consumers during the ordering and product pickup processes.
Digital Communication	Applications and digital media are used to provide product information and offer promotional programs to consumers.
Consumer experience	Consumers interact with the brand through the processes of ordering, payment, product pickup, and the use of outlet facilities..
Brand Image	Communication and service activities convey the impression that Kopi Kenangan is a modern, convenient, and consumer-friendly coffee brand.

Based on observations, Kopi Kenangan employs various mutually reinforcing forms of marketing communication to convey its brand identity and message to consumers. Brand identity is evident through the use of logos, packaging, store design, and other attributes that enable consumers to recognize the brand. Promotional activities are conducted via digital media and in-store materials, ensuring that information regarding products and offers reaches consumers through multiple channels. Social media also plays a role in marketing communication by facilitating the dissemination of product information and brand activities. In direct interactions, employees provide service throughout the entire journey, from the moment a consumer places an order to when they receive the product. The use of applications and digital media offers convenience, allowing consumers to easily access information and participate in promotional programs. The consumer experience is shaped by this sequence of processes ranging from viewing information, selecting products, and placing orders to receiving service and enjoying the product. Observations indicate that these communication efforts serve not only to convey sales information but also to create an experience that influences consumer perceptions of Kopi Kenangan. These activities align with Kotler and Keller's Integrated Marketing Communications concept, which emphasizes the integration of various communication channels to deliver messages to consumers. The consistent use of brand identity, combined with digital communication, promotions, and direct service, helps shape the consumer impression of Kopi Kenangan as a modern and accessible brand.

Table 3. Interview Findings.

Indicator	Interview Findings
Advertising	Informants became aware of Kopi Kenangan through social media and digital advertisements.
Sales promotion	Price promotions, vouchers, and app-based offers serve as attractions for consumers.
Social media	Informants consider social media helpful for obtaining information about products and promotions..
Service	Employee service is viewed as part of the consumer's experience with the brand.
Product quality	nformants associate Kopi Kenangan's image with taste, menu variety, and product quality.
Brand image	Kopi Kenangan is perceived as a modern, convenient, popular, and easily accessible coffee brand.
Loyalty	Positive experiences and promotions encourage some informants to make repeat purchases.

Based on interviews with 15 informants, Kopi Kenangan's marketing communications reach consumers through various channels primarily social media, digital advertising, the mobile app, promotions, and direct in store interactions. Informants noted that social media serves as a key source of information, making it easy for them to stay updated on new products and promotional campaigns. Promotions such as price discounts, vouchers, and app-based offers also attract consumer attention and drive purchasing decisions. Interactions with staff provide a direct experience that shapes how consumers perceive the brand. Informants also

associate Kopi Kenangan with quality taste, menu variety, ease of purchase, and accessible store locations. The prevailing perception characterizes Kopi Kenangan as a modern, convenient, and popular brand that maintains a close connection with its consumers. Positive experiences regarding products, promotions, service, and digital communications encourage some informants to make repeat purchases. These findings demonstrate that brand image is shaped not only by advertising activities but also by consumer experiences with various forms of communication. This aligns with Keller's concept of brand image, which posits that the image is formed through a collection of associations stored in the consumer's memory. The interview results indicate that the integration of messages across digital media, promotions, products, and services contributes to the formation of a positive consumer perception of Kopi Kenangan in Semarang.

Based on the Integrated Marketing Communications strategic framework, research findings indicate that Kopi Kenangan in Semarang employs marketing communications across seven key channels advertising, sales promotion, public relations, direct marketing, personal selling, social media, and digital communication all aimed at consistently conveying the brand message to consumers. The integration of these channels enables consumers to access information through digital ads, discount and voucher programs, social media activities, the mobile app, employee interactions, and direct in-store experiences. Interviews with 15 informants reveal that this communication mix fosters positive perceptions regarding product quality, service, purchasing convenience, popularity, and brand character. These perceptions, in turn, shape Kopi Kenangan's image as a modern, convenient, popular, and accessible brand that offers product variety and excellent service. These findings demonstrate that the Integrated Marketing Communications strategy does not rely on a single medium; rather, it operates through the cohesion of messages, media, promotions, services, and consumer experiences, all of which collectively enhance Kopi Kenangan's brand image in Semarang.

Discussion

Research findings regarding the Integrated Marketing Communication strategy used to enhance Kopi Kenangan's brand image in Semarang indicate that the company's marketing communication goes beyond merely conveying product information; it is also designed to shape specific consumer experiences and perceptions. Observations reveal that Kopi Kenangan's communication activities are evident across various touchpoints including brand identity displayed at outlets, packaging, promotional materials, social media, and digital apps as well as through direct interactions between employees and consumers. While these channels serve different functions, they collectively convey a consistent brand identity: that of a modern,

convenient, accessible coffee brand that is closely integrated into consumers' lives. Consistent use of the logo and brand name aids in product recognition, while outlet and packaging designs provide visual elements that reinforce Kopi Kenangan's identity. Observations further show that information regarding products and promotions is accessible via digital media and communication materials available at the outlets. These findings demonstrate the application of Integrated Marketing Communication principles, as the company utilizes multiple channels to disseminate information and build relationships with consumers.

Regarding advertising, observations indicate that digital media serves as a key channel for introducing products and conveying information to consumers. The availability of product information via social media and digital channels allows consumers to familiarize themselves with products without needing to visit a physical outlet first. Interview results reveal that information about Kopi Kenangan is easily accessible through digital media. One informant stated, "I usually find out about Kopi Kenangan products or promotions through social media sometimes from product posts, and other times from promotional updates that pop up". This statement demonstrates that digital media functions both as a means of product introduction and as a channel for disseminating product information. Another informant noted, "If there is a new menu item, I usually learn about it faster through social media than by visiting the outlet in person. These findings indicate that digital advertising and communication can expand opportunities for consumers to receive information about the brand.

Regarding sales promotion, observations indicate that information about product offers is communicated via digital media and in-store promotional materials. Promotions such as price discounts, vouchers, and specific deals serve as a form of communication that attracts consumer attention. Beyond providing immediate benefits to consumers, promotions also act as a stimulus that encourages repeat purchases. Interview results reveal that promotional programs are a significant factor for the informants. One informant explained, "I am interested in buying if there are vouchers or price discounts, especially if the promotion can be used via an app. I usually check for these before making a purchase".Another informant stated, "Promotions make me buy more frequently because the price feels more affordable. If there is a promotion for a product I like, I usually buy it right away". These statements demonstrate that sales promotions are a component of communication capable of influencing consumer attention and purchasing decisions.

Social media serves as a key communication channel for building the relationship between Kopi Kenangan and its consumers. Observations indicate that social media is used to share information about products, promotions, and brand activities, as well as various types of

content designed to capture user attention. The use of social media enables marketing messages to be conveyed in a highly visual and easily shareable format. Consumers also have the opportunity to respond through comments, likes, and other forms of interaction. During an interview, one informant stated, "In my opinion, Kopi Kenangan's social media is quite helpful for checking the menu and promotions. I usually look at the information first before deciding what to buy". This statement demonstrates that social media functions not only as a promotional tool but also as a source of information that assists consumers in making product choices.

Observational findings also indicate that the digital application is an integral part of Kopi Kenangan's communication strategy. Consumers can use the app to access product information, view offers, place orders, and enjoy a streamlined purchasing process. The use of the application demonstrates that marketing communication can occur simultaneously with the transaction process; consumers do not merely receive marketing messages but can also respond immediately by making a purchase. This highlights the connection between communication and the consumer experience. One informant stated, "I like using the app because I can see promotions and order right away. So, the information doesn't stop at the promotion itself; it can be directly utilized to make a purchase". This experience illustrates how digital media offers convenience while shortening the gap between receiving information and taking action.

Direct service at the outlet also constitutes a form of marketing communication identified through observation. Employees interact directly with consumers during the ordering, payment, and product pickup processes. Such interactions form part of the consumer experience, as consumers engage not only with messages conveyed via media but also with individuals directly representing the brand. Employee attitude, service speed, and service delivery style can influence the consumer's experience while at the outlet. One informant stated, "In my opinion, service plays a role, too. If the staff are friendly and the ordering process is fast, I feel more at ease and form a positive impression of the brand.". This statement indicates that personal interaction between employees and consumers can contribute to shaping the brand image.

Product quality is also a factor in shaping brand image. Observations indicate that consumers do not merely interact with marketing communications but also experience the product firsthand after making a purchase. Aspects such as taste, menu variety, presentation, packaging, and ease of acquisition contribute to the experience that shapes brand perception. Compelling marketing communications must be backed by a product experience that meets consumer expectations to sustain a positive perception. One informant stated, "I first learned

about Kopi Kenangan through its promotions, but what keeps me coming back is that the taste and menu selection suit my preferences". Another informant remarked, "To me, it has the image of a convenient and modern coffee brand, given the wide range of products and the ease of purchasing". These statements demonstrate that brand image is formed through a combination of communication and actual product experience.

The brand image of Kopi Kenangan, as revealed through interviews, tends to be positive. Informants associate Kopi Kenangan with characteristics such as being modern, convenient, popular, easily accessible, and offering product variety, as well as providing a seamless purchasing process. One informant stated, "When I hear 'Kopi Kenangan,' I think of a modern coffee brand that is easy to find and appeals to young people". Another informant remarked, "I find the coffee convenient because you can order via the app and there are plenty of promotions. The outlets are also easy to locate". These statements demonstrate that the brand image is shaped by associations derived from repeated consumer experiences. Associations of modernity arise from the use of digital media and the brand's visual identity, while associations of convenience stem from the ease of ordering and app usage. Associations regarding popularity and accessibility are linked to the presence of outlets and the level of consumer brand recognition.

There is a link between marketing communication and the propensity for repeat purchases. Promotional information received via social media or apps can capture consumer attention, whereas the experience with the product and service determines whether a consumer desires to make a repeat purchase. One informant stated, "If the promotion is attractive and my previous buying experience was good, I usually buy again especially if there's a voucher I can use again"[1]. This statement indicates that repeat purchasing is influenced not only by promotions but also by prior experiences. Promotions serve to trigger attention, while the product and service experience can reinforce the consumer's decision to return to the brand.

Based on the preceding discussion, this study illustrates that the success of Kopi Kenangan's marketing communications in shaping its brand image depends not only on the frequency of message delivery but also on the alignment between the message and the consumer experience. Messages emphasizing ease and convenience must be backed by a simple ordering process; messages highlighting quality require products that meet expectations; and messages conveying closeness to the consumer need to be supported by excellent service. Such alignment ensures a more holistic consumer experience during brand

[1] Interview with informant 12 on April 2026, 20:20 WIB

interactions. Consumers tend to remember a brand based on a combination of what they see, feel, and experience when making a purchase. This demonstrates that Integrated Marketing Communications strategies serve a broader purpose than merely disseminating promotional information; they act as a vehicle for building brand associations through various forms of interaction between the company and the consumer. In this study, the use of social media, mobile applications, promotions, service, visual identity, and product experiences collectively fostered Kopi Kenangan's image as a modern, convenient, popular, and accessible brand for consumers in Semarang.

Discussion

Research findings regarding the Integrated Marketing Communication strategy used to enhance Kopi Kenangan's brand image in Semarang indicate that the company's marketing communication goes beyond merely conveying product information; it is also designed to shape specific consumer experiences and perceptions. Observations reveal that Kopi Kenangan's communication activities are evident across various touchpoints including brand identity displayed at outlets, packaging, promotional materials, social media, and digital apps as well as through direct interactions between employees and consumers. While these channels serve different functions, they collectively convey a consistent brand identity: that of a modern, convenient, accessible coffee brand that is closely integrated into consumers' lives. Consistent use of the logo and brand name aids in product recognition, while outlet and packaging designs provide visual elements that reinforce Kopi Kenangan's identity. Observations further show that information regarding products and promotions is accessible via digital media and communication materials available at the outlets. These findings demonstrate the application of Integrated Marketing Communication principles, as the company utilizes multiple channels to disseminate information and build relationships with consumers.

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Observational findings also indicate that the digital application is an integral part of Kopi Kenangan’s communication strategy. Consumers can use the app to access product information, view offers, place orders, and enjoy a streamlined purchasing process. The use of the application demonstrates that marketing communication can occur simultaneously with the transaction process; consumers do not merely receive marketing messages but can also respond immediately by making a purchase. This highlights the connection between communication and the consumer experience. One informant stated, “I like using the app because I can see promotions and order right away. So, the information doesn't stop at the promotion itself; it can

be directly utilized to make a purchase". This experience illustrates how digital media offers convenience while shortening the gap between receiving information and taking action.

Direct service at the outlet also constitutes a form of marketing communication identified through observation. Employees interact directly with consumers during the ordering, payment, and product pickup processes. Such interactions form part of the consumer experience, as consumers engage not only with messages conveyed via media but also with individuals directly representing the brand. Employee attitude, service speed, and service delivery style can influence the consumer's experience while at the outlet. One informant stated, "In my opinion, service plays a role, too. If the staff are friendly and the ordering process is fast, I feel more at ease and form a positive impression of the brand.". This statement indicates that personal interaction between employees and consumers can contribute to shaping the brand image.

Product quality is also a factor in shaping brand image. Observations indicate that consumers do not merely interact with marketing communications but also experience the product firsthand after making a purchase. Aspects such as taste, menu variety, presentation, packaging, and ease of acquisition contribute to the experience that shapes brand perception. Compelling marketing communications must be backed by a product experience that meets consumer expectations to sustain a positive perception. One informant stated, "I first learned about Kopi Kenangan through its promotions, but what keeps me coming back is that the taste and menu selection suit my preferences". Another informant remarked, "To me, it has the image of a convenient and modern coffee brand, given the wide range of products and the ease of purchasing". These statements demonstrate that brand image is formed through a combination of communication and actual product experience.

The brand image of Kopi Kenangan, as revealed through interviews, tends to be positive. Informants associate Kopi Kenangan with characteristics such as being modern, convenient, popular, easily accessible, and offering product variety, as well as providing a seamless purchasing process. One informant stated, "When I hear 'Kopi Kenangan,' I think of a modern coffee brand that is easy to find and appeals to young people". Another informant remarked, "I find the coffee convenient because you can order via the app and there are plenty of promotions. The outlets are also easy to locate". These statements demonstrate that the brand image is shaped by associations derived from repeated consumer experiences. Associations of modernity arise from the use of digital media and the brand's visual identity, while associations of convenience stem from the ease of ordering and app usage. Associations regarding

popularity and accessibility are linked to the presence of outlets and the level of consumer brand recognition.

There is a link between marketing communication and the propensity for repeat purchases. Promotional information received via social media or apps can capture consumer attention, whereas the experience with the product and service determines whether a consumer desires to make a repeat purchase. One informant stated, "If the promotion is attractive and my previous buying experience was good, I usually buy again especially if there's a voucher I can use again". This statement indicates that repeat purchasing is influenced not only by promotions but also by prior experiences. Promotions serve to trigger attention, while the product and service experience can reinforce the consumer's decision to return to the brand.

Based on the preceding discussion, this study illustrates that the success of Kopi Kenangan's marketing communications in shaping its brand image depends not only on the frequency of message delivery but also on the alignment between the message and the consumer experience. Messages emphasizing ease and convenience must be backed by a simple ordering process; messages highlighting quality require products that meet expectations; and messages conveying closeness to the consumer need to be supported by excellent service. Such alignment ensures a more holistic consumer experience during brand interactions. Consumers tend to remember a brand based on a combination of what they see, feel, and experience when making a purchase. This demonstrates that Integrated Marketing Communications strategies serve a broader purpose than merely disseminating promotional information; they act as a vehicle for building brand associations through various forms of interaction between the company and the consumer. In this study, the use of social media, mobile applications, promotions, service, visual identity, and product experiences collectively fostered Kopi Kenangan's image as a modern, convenient, popular, and accessible brand for consumers in Semarang.

5. CONGCLUSION

Based on the research findings, it can be concluded that Kopi Kenangan implements marketing communication through various mutually reinforcing channels such as advertising, sales promotions, social media, digital applications, direct communication via staff service, and the conveyance of brand identity through packaging and outlets. Observations and interviews indicate that social media and digital platforms are the primary means by which consumers obtain information about Kopi Kenangan's products and promotions, while promotional programs such as vouchers and price discounts effectively attract attention and drive repeat

purchases. Direct interaction with employees also forms part of the consumer experience, influencing perceptions of the brand. The brand image formed among informants tends to be positive, characterized by attributes such as modernity, convenience, popularity, accessibility, product variety, and an easy purchasing process. These findings align with Integrated Marketing Communications (IMC) theory, which emphasizes the importance of integrating various communication channels to deliver messages to consumers. The resulting brand image also aligns with the concept of brand image itself, as consumer perceptions of Kopi Kenangan stem from a collection of experiences and associations derived from products, promotions, digital media, service, and interactions with the brand. Kopi Kenangan's IMC strategy supports the formation of a positive brand image by delivering easily accessible messages, utilizing media channels close to the consumer, and providing a purchasing experience that leaves a favorable impression.

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