

## Perencanaan program komunikasi pemasaran terpadu The Coffee Bean and Tea Leaf Indonesia periode Januari - Desember 2013 = Integrated marketing communications planning of The Coffee Bean and Tea Leaf from January to December 2013

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### Abstrak

Terjadi kompetisi ketat di industri Coffee Shop, di mana jenis produk dan kisaran harga yang dimiliki The Coffee Bean and Tea Leaf mirip dengan kompetitornya. Berdasarkan hal tersebut, penulis melakukan riset, apa alasan customer memilih suatu brand Coffee Shop. Hasil riset menyebutkan, kegiatan sales promotion yang aktif yang dapat menarik minat customer. The Coffee Bean and Tea Leaf harus melakukan usaha-usaha untuk selalu mengingatkan brand-nya kepada pasarnya, dengan tujuan akhir keputusan customer terus membeli produk The Coffee Bean and Tea Leaf sehingga swing customer berkurang. Untuk mencapainya, perlu dilakukan beberapa usaha promosi melalui Komunikasi Pemasaran Terpadu, dengan bentuk periklanan dan sales promotion, dengan Big Idea "The Coffee Bean and Tea Leaf, a cup of coffee with smile..".

Adapun total anggaran kampanye 2013 sebesar Rp 899.948.324.

.....There is a tight competition in the Coffee Shop's industry, where The Coffee Bean and Tea Leaf's product type and price range are similar to its competitors. Based on it, the writer conducted a preliminary research, on customer's reasons to choose a brand of Coffee Shop. The results showed, that active sales promotion activities may attract customers interest. The Coffee Bean and Tea Leaf must do some efforts to keep reminding its brand to its market, with the ultimate goal to make customers continue purchasing The Coffee Bean and Tea Leaf's products, so the swing customer is reduced. To achieve it, some promotional efforts must be done through Integrated Marketing Communications, in form of advertising and sales promotion, with the Big Idea "The Coffee Bean and Tea Leaf, a cup of coffee with smile..". The total 2013 campaign budget is Rp 899,948,324.