

ABSTRACT

Social media is an internet-based application that is currently widely used by Indonesians. Social media is not only used as a forum for socializing but is now also used as a marketing strategy. One example is the Kontekstual Coffee Shop which adopts a number of social media in its marketing strategy. The social media used include Instagram and Facebook. Planning a marketing strategy using social media is not easy to do. It takes careful planning and strategy so that the strategies formulated can produce maximum output. The purpose of preparing this report is to produce an appropriate social media strategy plan for Kontekstual Coffee Shops in increasing income.

Data were collected using interview and discussion techniques with the owner of the Kontekstual Coffee Shop. To validate the data, observations were conducted. The framework used in the preparation of this strategy is the Zhaw / Lardi social media strategy framework and the AIDAS sales theory.

The work carried out during the Field Work Practices is planning content for social media, editing, buying and selling transactions both online and offline. From the analysis that has been carried out using this framework, it is found that there are several strategies for the Kontekstual Coffee Shop. Two of them are responding friendly and fast respond to prospective roasting machine buyers and establishing intense and harmonious relationships with customers through social media.

Based on this analysis, the activity of creating creative content has an effect on increasing visitor to the Instagram account profile of the Kontekstual Coffee Shop. This can be shown in the insight feature provided by Instagram. In addition, the Kontekstual Coffee Shop also needs to develop a marketing strategy through online shops and websites to expand market reach.

Keywords: *Marketing Strategy, Lardi framework, Kedai Kopi Kontekstual*