



MARKETING COMMUNICATION A LA HADI KITCHEN

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"...believe in them and save. When man this is impossible, but with God all

things are possible." (Matthew 19:26)

We would like to thank Jesus Christ for His blessings and love. Without His grace we could not even make it. We would like to deliver our sincere gratitude to all who have helped us to finish this research.

Mr. Endi Haryono as Deans of Faculty of Humanities,

All members of the Governing Board, President, Vice President, Prof. Dr. Darmayati, Mr. Abikarim, Dr. Angilia Loreta, Dr. Nur Syahira,

ANGELIA LORETA

MOHAMMAD SHIHAB

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all the research participants, especially to Dervish and Hadi Kitchen team.

Thank you for being an inspiration and being very humble and supportive. I hope Hadi Kitchen can bring more and more blessings for people.

4. Our family Mama, Farid, Jessi, Ahang, Lyndell and Osei. We dedicate this work for you.

5. All members of Public Relations Concentration batch 2016.

Bless you all.



Classmate 2020

President University

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Marketing Communication a La Hadi Kitchen



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MARKETING COMMUNICATION

A La Hadi Kitchen

Integrated Marketing Communication is a marketing communication strategy comprising many tools, each of them has different purposes and can be maximized to bring great benefit towards brand awareness. This research aimed to unfold the IMC tools utilized by Hadi Kitchen. Using qualitative research method, the data of this research were collected from 5 informants: Executive Director of Hadi Kitchen, Marketing Staff of Hadi Kitchen, and three customers. This research found that Hadi Kitchen employs four IMC tools: Social Media Influencers endorsement, discount code, CSR, and content strategy. Further, this research also proposed CPE Formula to be applied in Social Media Influencers measurement.



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