ABSTRACT

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STRATEGY OF INCREASING CUSTOMER LOYALTY THROUGH SOCIAL MEDIA AT ZERO CAFE

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This study aims to analyze the extent to which the social media strategy implemented by Zero Cafe can increase its customer loyalty. The main focus of this study is to evaluate the effectiveness of social media in creating emotional closeness with customers through content that is relevant, interactive, and aligned with the brand identity. In addition, this study also aims to design and evaluate the use of promotional videos, especially daily open videos, as a form of visual strategy that is expected to strengthen customer attachment to the brand of Zero Cafe.

This study applied a qualitative approach with a narrative study method to understand and describe the experience and strategies applied by Zero Cafe in building customer loyalty through social media. The primary data were collected through the distribution of questionnaires to Zero Cafe visitors as well as interviews with the management and several customers to dig up information directly related to their habits, perceptions, and experiences. Meanwhile, the secondary data were obtained from Zero Cafe's official social media, especially Instagram, by observing the content, viewers' engagement, and visual communication strategies implemented. Data collection techniques were carried out through questionnaires, structured interviews, and direct observation, both at the cafe location and on the digital activities of social media accounts.

The results of the study show that the strategy of social media use implemented by Zero Cafe, especially through visual content on Instagram, such as daily open videos, has proven to be effective in increasing customer loyalty. Zero Cafe is able to build emotional closeness with its customers. The activities, such as promotions and direct interaction with followers, drive customer engagement. The increase in the number of followers and the frequency of repeat visits of customers is a clear indicator that social media use has become a strategic tool in forming sustainable loyalty.

Keywords: Social media strategy, Customer loyalty, Content, Daily open video, Digital interaction

Translated by:
The AgencyES
Language Institute
File No.: 654-S1-125075