



## INTEGRATED MARKETING COMMUNICATION STRATEGY FOR BRAND IMAGE ENHANCEMENT

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**Abstract:** The development of digital technology has increased competition in the culinary industry, requiring businesses to build marketing communication strategies that can attract attention and maintain relationships with consumers. As a café and lifestyle destination in the Pandaan area, The Olive Branch also needs to ensure that its communication activities are carried out effectively and consistently to build a positive brand image among customers. This study was conducted to analyze the implementation of Integrated Marketing Communication (IMC) at The Olive Branch Pandaan Taman Dayu. The research used a descriptive quasi-qualitative approach, with data collected through observations, interviews, and documentation involving management, marketing staff, and consumers. Data analysis was assisted by NVivo 15 to identify communication patterns and relationships between research findings. The results showed that the implementation of IMC at The Olive Branch was carried out through digital marketing communication and customer restaurant experience. Digital communication was implemented through Instagram and WhatsApp Business to deliver promotional information, event updates, and maintain interaction with customers. In addition, the restaurant's aesthetic atmosphere, friendly service, and responsive complaint handling also helped build a positive image of The Olive Branch among consumers.

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## INTRODUCTION

The development of digital technology and the creative industry has transformed the way companies interact with consumers. Technological advancements have influenced how audiences choose brands and products, as people are now increasingly accustomed to using the internet to obtain information quickly and conveniently. This condition forces companies to no longer rely solely on product quality, but also to build effective communication with their audiences. Effective communication can help companies create a positive image, build trust, and differentiate their brands from competitors. Therefore, communication strategy has become an important aspect in shaping public opinion amid the increasingly rapid flow of information (Hajar & Syaesti, 2024).

In today's increasingly competitive business environment, marketing communication strategies play an essential role in maintaining the sustainability and identity of a brand. Communication strategies help local brands demonstrate uniqueness,

build consumer trust, and create closer relationships with audiences. When communication strategies are designed effectively, the messages delivered become more consistent, brand identity becomes stronger, and customer loyalty can increase (Dhianulhaq et al., 2025). Conversely, without a clear and well-directed communication strategy, the messages conveyed by companies may become less effective. Therefore, companies need comprehensive communication strategies capable of reaching audiences through various communication channels.

One approach that companies can use to build effective communication with consumers is Integrated Marketing Communication (IMC). IMC refers to a planned effort to coordinate various forms of marketing communication, such as advertising, promotions, publicity, and events, so that the messages delivered remain consistent and integrated for the target audience. Through this approach, companies can ensure that all communication messages have the same direction, do not contradict one another, and are able to create a consistent impression in consumers' minds. In addition, the implementation of IMC enables companies to establish more interactive communication with their target consumers while maintaining competitiveness in an increasingly competitive market. The integration of various communication channels also helps companies deliver messages more clearly, consistently, and effectively to consumers (Wono et al., 2022).

IMC also emphasizes the importance of delivering consistent messages across all communication channels, both traditional and digital media, so that consumers can experience a more comprehensive brand experience. IMC is not only focused on promotional activities, but also on building long-term relationships with audiences. Therefore, companies need to understand their target market segments so that the messages delivered become more relevant and effective. In addition, companies need to establish clear communication objectives, such as increasing brand awareness, expanding market share, and strengthening customer loyalty, so that IMC strategies can be implemented optimally (Lestari & Surianto, 2024).

The implementation of IMC has become increasingly important in responding to growing business competition, including in the culinary industry. Today, the culinary industry no longer focuses solely on food taste, but also on the overall experience provided to customers, including atmosphere, service quality, visual appearance, and how the brand is communicated across different platforms. This development indicates that younger generations no longer perceive food merely as a basic necessity, but also as a means of self-expression and social identity formation through culinary choices. Therefore, understanding the preferences and consumption patterns of young people has become important, particularly regarding modern restaurants that offer aesthetic and social experiences aligned with their lifestyles (Intiar & Putra, 2025).

In the Pandaan area, the culinary industry has shown significant growth and dynamics in recent years. Various cafés, coffee shops, and restaurants have emerged with different concepts to attract consumers, especially young people who consider hanging out and dining out as part of their lifestyle. However, intense competition, changing consumer preferences, and high operational costs have caused many culinary businesses to struggle in maintaining their sustainability. Several cafés that were once popular have even reduced their operating hours, decreased promotional activities, or closed their businesses because they could not maintain their attractiveness amid competition.

One café that has attracted considerable attention in the Pandaan area is The Olive Branch, located in the Taman Dayu area. This café is known for its peaceful atmosphere

and beautiful natural scenery surrounded by green trees and cool mountain air. Its European-style architecture, dominated by white colors and wooden elements, creates a warm, clean, and elegant impression. In addition, every corner of the café is aesthetically arranged, both in the indoor and outdoor areas, attracting middle- to upper-class consumers, particularly young people looking for dining places with appealing ambience. The combination of natural surroundings and aesthetic design has become a distinctive attraction that differentiates The Olive Branch from other cafés in Pandaan.

Despite having a strong concept and supportive atmosphere, The Olive Branch still faces intense competition in Pandaan's culinary industry. In the midst of dynamic business changes, the ability to maintain effective communication with consumers has become an important factor for business sustainability. The Olive Branch has received more than 2,000 reviews on Google Review; however, its rating remains lower than several other cafés and restaurants in the same area. This condition indicates that there are still aspects that need improvement, particularly in its marketing communication strategy. Therefore, this study selects The Olive Branch as the research object to analyze the implementation of its Integrated Marketing Communication (IMC) strategy and to provide recommendations that may help improve brand image, strengthen competitiveness, and sustain the business amid increasingly intense competition in the culinary industry.

## **RESEARCH METHOD**

This study employed a descriptive quasi-qualitative approach to understand how The Olive Branch implements its Integrated Marketing Communication (IMC) strategy. A quasi-qualitative approach aims to describe a phenomenon objectively through descriptive data in the form of written or spoken words, as well as observable behavior (Wijaya et al., 2021). According to Jajang Nurjaman and Lutfi Prayogi (2022), this approach is naturalistic because the data are obtained directly from the observed object. This method emphasizes processes and meanings behind activities rather than focusing solely on final outcomes. Therefore, the study focused on understanding how communication activities were carried out, the considerations behind them, and the objectives of each communication effort.

The research used both primary and secondary data sources. Primary data were collected directly through field activities, particularly observations and structured interviews with informants involved in the marketing communication activities of The Olive Branch (Wijaya et al., 2021). The interviews were conducted using predetermined interview guidelines to ensure consistency among informants, and the interview sessions were recorded to improve data accuracy and verification. The selected informants consisted of management representatives, marketing personnel, and consumers of The Olive Branch. The management representative was chosen because of direct involvement in communication strategy planning and promotional decision-making, while the marketing staff provided information regarding marketing activities and events organized by the café. In addition, a consumer who had visited the café more than three times and had direct experience with its services and promotional activities was selected to provide a customer perspective. Secondary data were obtained from company documents, archives, and other relevant references to complement the primary findings and provide broader contextual understanding (Kusumastuti & Khoiron, 2019).

Data collection in this study primarily relied on structured interviews. According to Bungin (2020), structured interviews use a predetermined list of questions to ensure that

all informants receive similar questions and that the data collection process remains systematic and focused. Through interviews, the researcher was able to gain deeper explanations regarding the implementation of IMC strategies and explore information that could not be fully obtained through observation alone. During the interview process, the researcher ensured that the informants clearly understood the questions and that the information provided reflected their actual experiences and observations.

The collected data were analyzed using NVivo software to facilitate the organization, coding, and interpretation of qualitative data. Before analysis, all research materials, including interview transcripts and supporting documents, were imported into NVivo and organized systematically into folders. The next stage involved coding, in which important sections of data were labeled according to relevant themes related to the research objectives. The researcher created several nodes or categories representing aspects of IMC implementation, and all relevant data excerpts were grouped into these categories. This process enabled the identification of patterns, similarities, and relationships emerging from the data.

Following the coding process, the researcher conducted thematic analysis using NVivo features such as word frequency analysis, keyword searches, and thematic categorization. The software also provided visualization tools, including tree maps, network diagrams, and word clouds, which helped the researcher better interpret and present the findings. These visualizations facilitated the identification of key issues and supported the presentation of research findings in a clearer and more systematic manner.

To ensure data validity, this study applied source triangulation. According to Harahap (2020), validity testing is conducted after data collection to ensure that the information obtained is accurate and trustworthy. Triangulation involves comparing information from different sources to verify consistency and reliability. In this study, triangulation was carried out by comparing information obtained from management representatives, marketing staff, and consumers of The Olive Branch. According to Nurfajriani et al. (2024), triangulation allows researchers to examine a phenomenon from multiple perspectives, thereby increasing the accuracy and credibility of the findings. Through this approach, the researcher was able to confirm whether the information from different informants supported one another or revealed differences.

In addition to validity, the study also considered reliability, which refers to the consistency of the research process and findings. Reliability indicates that the research procedures can produce stable and dependable results when applied repeatedly under similar conditions (Haryoko et al., 2020). In qualitative research, reliability is achieved when all stages of the research process, including problem formulation, data collection, analysis, and validity testing, are conducted systematically and transparently. Therefore, the entire research process in this study was carried out consistently and under the supervision of the academic advisor to ensure that the findings remained credible and accountable.

## **RESULT AND DISCUSSION**

### **Data Analysis Results**

In this study, the researcher used NVivo 15 to assist in organizing and analyzing interview data from the informants. One of the visualizations applied was a word cloud, which displays the frequency of words appearing in the interview transcripts. Frequently

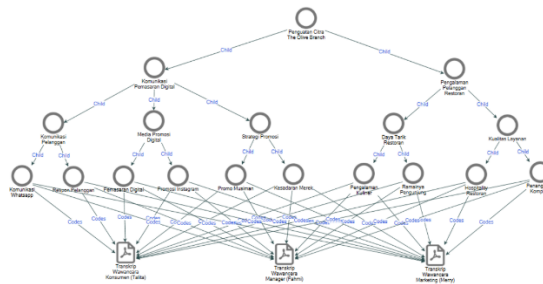
occurring words are shown in larger sizes, allowing the researcher to identify dominant themes, issues, and keywords as an initial overview before conducting deeper analysis.



### Figure 1 Word Cloud

Source: Processed by researchers, 2026

In addition to the word cloud, the researcher used a Project Map visualization in NVivo 15 to identify relationships between concepts obtained from the interviews. This visualization helped illustrate how the data were interconnected, particularly regarding the Integrated Marketing Communication strategies implemented by The Olive Branch, making the analysis more organized, clear, and systematic.



### Figure 2 Project Map

**Source: Processed by researchers, 2026**

The project map in this study was centered on the main parent code, “Strengthening The Olive Branch’s Brand Image.” This parent code was further developed into two main child codes: Digital Marketing Communication and Restaurant Customer Experience, which represented the key factors influencing the café’s brand image based on interview findings.

The Digital Marketing Communication category included customer communication, digital promotional media, and promotional strategies. Related nodes consisted of WhatsApp communication, customer responses, digital marketing, Instagram promotion, seasonal promotions, and brand awareness. Meanwhile, the Restaurant Customer Experience category covered restaurant attractiveness and service quality, with nodes such as culinary experience, visitor traffic, restaurant hospitality, and complaint handling.

All child codes and nodes were generated through the coding process conducted using NVivo 15. This structure helped organize the data systematically and allowed the researcher to identify relationships between concepts more clearly. The project map demonstrated that strengthening The Olive Branch's brand image was influenced not only

by digital marketing communication activities but also by customers' direct experiences at the restaurant.

## Digital Marketing Communications

Based on the data analysis, The Olive Branch was found to utilize digital marketing communication to deliver information to consumers through various digital platforms. The rapid development of technology and digital media has encouraged businesses to use digital channels as effective tools for reaching consumers, building relationships, and increasing customer engagement. Digital marketing communication refers to the use of digital platforms and channels to interact with target audiences, promote products or services, and strengthen brand presence online (Chandra, 2023). In addition to being used as a medium for delivering information, digital platforms also help companies strengthen relationships with consumers and expand market reach through various communication features available (Stepanus & Wono, 2024).

The NVivo analysis showed that digital marketing communication in this study consisted of three main categories: customer communication, digital promotional media, and promotional strategies. These categories were further developed into several nodes based on field findings. In customer communication, the study found that interactions between The Olive Branch and customers were mainly conducted through digital platforms, particularly WhatsApp. Nodes such as WhatsApp communication and customer responses indicated that the communication process was interactive and two-way, enabling customers to easily ask questions, express their needs, and receive quick responses.



**Figure 3 Excerpts from Interviews with Management, Marketing, and Consumers**  
Source: Processed by Researchers, 2026

Based on interviews with management, marketing staff, and consumers, WhatsApp was identified as one of the Integrated Marketing Communication (IMC) tools used by The Olive Branch. The platform was utilized to deliver promotional information while maintaining more personal relationships with customers. Consumers reported frequently receiving information about monthly promotions and bundling packages through WhatsApp. These findings indicate the implementation of direct mail and sales promotion strategies, where promotional messages and special offers are delivered directly to customers to attract consumer interest (Smith & Zook, 2011). In addition, WhatsApp was considered more practical because it enabled customers to access promotional information more easily.

The management explained that The Olive Branch stored customer data from reservations and event bookings, which were then used to distribute promotional information through WhatsApp and Instagram. This strategy reflects the company's effort

to build stronger customer relationships through targeted digital communication. From the marketing perspective, WhatsApp was viewed as more effective than Instagram direct messages because customers tended to respond more quickly. The use of automated features in WhatsApp Business also helped customers receive responses even outside operational hours. This demonstrates that the communication strategy functioned not only as a promotional medium but also as a form of customer service that facilitated interaction between the company and its customers (Smith & Zook, 2011).

In addition to digital communication, consumer interviews revealed that the service quality at The Olive Branch was perceived positively. Customers described the staff as friendly, responsive, and helpful when handling additional requests. Such attitudes created positive customer experiences and strengthened favorable perceptions of the brand. Melinda et al. (2023) explained that direct communication helps companies build closer relationships with customers. Management also stated that staff members regularly received training related to communication skills and complaint handling. When complaints occurred, employees were instructed to listen carefully, apologize, and provide appropriate solutions. These practices demonstrate the implementation of public relations (PR) efforts aimed at maintaining positive relationships and preserving the company's image among consumers (Dewi et al., 2023).



**Gambar 4 Kutipan Wawancara dengan Manajemen, *Marketing*, dan Konsumen**  
**Sumber: Diolah oleh peneliti, 2026**

In terms of digital promotional media, interviews with all informants revealed that Instagram was the dominant platform used by The Olive Branch to deliver information to customers. Consumers stated that they frequently found bundling promotions, holiday promotions, and event promotions through the café's Instagram account. Instagram also functioned as part of the website and social media elements within the IMC strategy, as it was used to maintain communication and interaction with customers.

Management explained that The Olive Branch primarily focused on digital marketing through Instagram and YouTube Shorts because consumers are increasingly active on social media platforms. The café also collaborated with KOLs and influencers to expand promotional reach. From the marketing perspective, Instagram content was designed to be informative and aligned with specific moments or events, such as event promotions, menu information, Halloween campaigns, and event recaps. These strategies demonstrate The Olive Branch's effort to adapt its promotional activities to current social media trends and consumer behavior. Overall, digital promotional media became a central component of the café's IMC strategy in reaching and maintaining communication with its audience through digital platforms (Smith & Zook, 2011).



**Figure 5 Excerpts from Interviews with Management, Marketing, and Consumers**  
**Source: Processed by researcher, 2026**

Based on interviews with management, marketing staff, and consumers, the promotional strategy of The Olive Branch mainly relies on seasonal promotions and brand awareness initiatives. Promotions such as “Menu of the Month,” Valentine’s Day, Ramadan campaigns, and bundling packages are used to attract consumer attention and increase purchase intention. Consumers perceive bundling promotions as more economical, while management stated that promotions are designed based on specific occasions to remain relevant to market needs. This aligns with Makarim & Nugraha (2023), who argue that discounts and bundling strategies can encourage faster consumer purchasing decisions.

In addition to promotions, The Olive Branch builds brand awareness through social media platforms such as Instagram and TikTok. Consumers are drawn to the café after seeing its visual presentation and ambience online, and they feel that their actual experience matches their expectations. The content also includes promotional information, location details, and reservation guidance, which helps facilitate communication with customers. Dewi et al. (2023) highlight that social media plays an important role in building interactive relationships with audiences.

Based on the findings, The Olive Branch is recommended to strengthen its digital marketing strategy by establishing an official TikTok account, so that promotion and audience engagement are not overly dependent on customer reviews. The café is also advised not to rely solely on bundling promotions, but to introduce occasional price discounts, as even small reductions such as 10% can increase consumer purchase intention. Furthermore, brand identity can be strengthened through improved takeaway packaging, for example by adding logos to paper bags, making the brand more recognizable to consumers.

### Restaurant Customer Experience

In the second child code, Restaurant Customer Experience, two main aspects were identified: restaurant attractiveness and service quality. These were further developed into several nodes that describe customer experience in more detail. In terms of restaurant attractiveness, customer experience was influenced by factors such as ambience, scenic views, and culinary offerings. These elements served as the main attractions that encourage customers to visit while also creating memorable impressions during their stay. This is reflected in the nodes of culinary experience and customer traffic.



who emphasize that selling involves not only transactions but also building customer relationships and comfort through direct interaction.

Service quality is also reflected in complaint handling. Marketing staff explained that feedback from Google Reviews and Instagram is addressed personally through apologies, explanations, and sometimes complimentary food or beverages. This demonstrates efforts to maintain customer satisfaction and preserve a positive brand image. This approach is consistent with Public Relations principles described by Dewi et al. (2023), which emphasize responsive communication and relationship management with the public.

Based on these findings, it is recommended that The Olive Branch further improve customer comfort, especially during peak hours or waiting list situations. Providing welcome drinks or light snacks for waiting customers could reduce discomfort and make them feel more valued, ultimately enhancing customer satisfaction and encouraging repeat visits.

## CONCLUSION

The implementation of Integrated Marketing Communication (IMC) at The Olive Branch is reflected through two main components: digital marketing communication and restaurant customer experience. Digital marketing communication consists of customer communication, digital promotional media, and promotional strategies. Customer interaction is maintained through WhatsApp communication and customer responses, while digital promotion is mainly carried out through Instagram marketing and other social media activities. Promotional strategies include seasonal promotions and brand awareness efforts to attract consumer attention. Meanwhile, restaurant customer experience is shaped by restaurant attractiveness and service quality, including culinary experience, customer traffic, hospitality, and complaint handling, all of which contribute to a positive brand perception.

Overall, out of the ten IMC tools discussed in this study, The Olive Branch has effectively implemented several tools, including selling and sales management, advertising, publicity and public relations, sales promotion, direct mail, and websites and social media. However, tools such as sponsorship, exhibitions, merchandise, and packaging have not been widely applied.

For academic purposes, future research is recommended to use a quantitative approach with a larger number of respondents to provide broader insights into IMC implementation at The Olive Branch. Practically, the restaurant is advised to further develop TikTok as a digital promotional platform, diversify promotional strategies such as offering occasional discounts, strengthen brand identity through improved takeaway packaging, and enhance customer comfort by providing welcome drinks or light snacks during peak hours or waiting list situations to improve overall customer experience.

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