

INI Gelato's Marketing Communication Strategy in Building Brand Image

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Abstract

Brand image is one way to achieve competitive advantage in maintaining consumer loyalty. In building brand image using marketing communication strategies, companies must understand market conditions and situations to be processed into opportunities in development. INI Gelato is one of the companies that implements a marketing communication mix strategy. The purpose of this study is to determine INI Gelato's brand image based on brand image indicators. In addition, the purpose of this study is to determine the implementation of INI Gelato's marketing communication mix strategy in building brand image.

This research is based on the theory of marketing communication strategy, marketing communication mix. By exploring various elements of this marketing communication mix strategy, including advertising, sales promotion, events and experiences, public relations, personal sales, and direct and digital marketing. The subjects of this study are owners, marketing managers, social media specialists, and consumers of INI Gelato. This study used qualitative research design with a descriptive qualitative approach. Data collection techniques were used in this study with semi-structured interviews, field observations, and documentation.

The results of the research found were the formation of marketing communication strategies carried out by INI Gelato. This research can be concluded that there is an application of INI Gelato's marketing communication mix strategy in building brand image.

Keywords

Marketing Communication Mix, Food and Beverages Business, Brand Image

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INTRODUCTION

Brand image is one effective way to get consumers, a well-built brand image will make it easy for companies to communicate and achieve predetermined goals. Brand image is an experience recorded in the memory of consumers or stakeholders regarding a brand, including the consumer's impression of the brand or product. Brand image is a requirement for a strong brand and image is a perception that is relatively consistent in the long term so it is not easy to change it. The image that is formed must be clear and have advantages compared to competitors, so that it has differences and advantages when faced with competitors. The differences and advantages possessed by the brand determine the positioning of the brand.

The importance of positioning in building brand image, a marketing communication strategy is needed that is used by the company as a tool in efforts to disseminate the right information. This marketing communication strategy aims to influence, remind or persuade the target market for the brand or product of the company. A well-managed marketing communication strategy will help create consumer loyalty to improve the image of the company or brand. Marketing communication strategies are implemented using marketing tools, namely, marketing communication mix.

Marketing communication strategies are marketing tools used by marketers to engage and communicate with customers and other stakeholders. Marketing communication strategy (marketing communication mix) is used as a promotional tool because it can increase brand equity which can influence the desired behavior of the target market (Rangkuti, 2009). This integrated marketing communications strategy must be coordinated under the concept of integrated marketing communications (IMC).

Marketing communication strategies with the concept of integrated marketing communication are used to convey clear and attractive messages. According to Kotler and Armstrong (2018: 425), marketing communication strategies are divided into five elements, namely advertising, sales promotion, events and experiences, public relations, personal selling and direct and digital marketing.

By using this marketing communication strategy, many companies, especially in the food and beverages (f&b) sector, compete to build their image. The food and beverage sector is one business sector whose growth rate is clearly visible around us, especially in North Jakarta. Ice cream is one of the foods that many Indonesians like. The happiness that consumers get is because ice cream has a sweet taste and provides a cold and refreshing sensation for those who enjoy it. The weather is suitable for consuming ice cream in Indonesia, encouraging quite large sales of ice cream in the country. Indonesia is the best market for the ice cream business, for this reason and there is an increase in demand for ice cream which increases every year.

Based on this data, the ice cream trend has become a business opportunity in Indonesia due to high demand, according to data from the Indonesian Central Bureau of Statistics. This trend is the inspiration for business people to open cafes to enjoy ice cream. This ice cream café, which can be found easily, is a challenge for other companies. Other companies struggle to establish uniqueness and maintain their presence in the face of competitors. Uniqueness is a difference from competitors, such as in terms of taste, price, and the emotions that are awakened in consumers. There is even a unique café that sells ice cream such as gelato which has the positioning that gelato are not ice cream.

The growth of public interest in consuming gelato, resulting in the emergence of various types of ice cream and gelato businesses. This is a challenge for a company called INI Gelato. Based on data that researchers saw through their Instagram, INI Gelato competes in creating

innovations and making every effort so that it can build its brand image. INI Gelato uses Instagram not only as publicity according to the vision of researchers. INI Gelato also uses Instagram Ads as a platform for advertising. The publicity carried out by INI Gelato is not only through its Instagram social media, but INI Gelato also develops publicity in the form of procurement of organizational activities. The activities carried out are by participating in offline events.

This research establishes a major focus on the marketing communication strategy carried out by INI Gelato. Therefore, this research will be in the form of a scientific paper entitled "INI Gelato's Marketing Communication Strategy in Building Brand Image".

LITERATURE REVIEW

Marketing Communication

Marketing Communication is all from the marketing mix that involves communication between organizations or companies and target audience elements in all forms aimed at performance marketing. In the development of modern marketing and demands due to the development of communication systems and media, marketing is not just introducing quality products or services, competitive prices, and product availability, but it takes continuous interactive communication with actual and potential customers. In this marketing communication strategy consists of six elements that are the main key in a company's marketing communication system.

Marketing Communication Strategy

Marketing communication mix (promotion mix) is a promotional tool used specifically by companies to communicate consumer value persuasively and build relationships with consumers, this was conveyed by Kotler and Armstrong (2018: 424). In marketing communication strategy, it consists of six elements used by companies to convey messages and build relationships with its consumers. Here are six elements in a marketing communication strategy according to Kotler and Armstrong (2018: 424): advertising, sales promotions, event and experiences, personal selling, public relations, and direct and digital marketing.

Integrated Marketing Communication

Integrated Marketing Communication is the process of implementing persuasive communication to customers and prospective customers to create long-term relationships. According to Percy (2018: 1), integrated marketing communication is the process of developing and implementing various types of persuasive communication programs with long-term customers. Integrated marketing communications that connect prospects and customers related to a company's branded products and services, is a potential messaging process. The integrated communication process is an effort to create a brand that deals with customers consistently so that it can influence company goals. As Shimp and Andrews (2018:12) say that:

"IMC is the coordination of the promotional mix elements (advertising, public relations, sales promotion, personal selling, direct marketing, and online marketing/social media) with each other and with the other elements of the brands' marketing mix (product, price, place) such that all elements speak with one voice."

IMC is also used to build and strengthen brands. A positive brand relationship will also generate profits and increase the value of the company's shareholders. The things that are the main features of Integrated Marketing Communication according to Shimp and Andrew (2018:

12), IMC starting with the customer or prospect, using contacts or touch points of any kind, speaking with one voice, build relationships and influence behavior.

Brand Image

Brand image is consumer perceptions and beliefs reflected as associations formed in consumer memory (Kotler and Keller, 2022: 315). Consumers who have habitually used certain brands will have consistency with brand image. An effective brand image can reflect various things, according to Kotler and Armstrong (2018: 216), Build product character and provide value proposition, Convey the unique character of the product that is different from competitors, and gives emotional strength from rational power.

Brand image consists of the target market's interpretation of product characteristics, which includes profits, product use, usage situation, as well as the characteristics of users, producers and marketers of the product. Brand image indicators according to Aaker and Biel (in Keller and Swaminathan, 2020: 239) consist of three, corporate image, user image, and product image.

Digital Marketing

Digital marketing is an effort to market products and services or services through online media or the Internet. Compared to traditional or conventional marketing methods, this digital method is more in demand because of the high Return of Investment (ROI). With low costs, this type of marketing provides satisfactory results. Companies that offer a product or service will require higher direct or indirect interaction with their customers when delivering products or services to customers.

Digital Marketing has several dimensions in terms of promotion in marketing strategies according to Ryan Kristo Muljono (2018: 31), including website, search engine optimization (SEO), PPC advertising, online PR, social network, email marketing, customer relationship, and affiliate marketing and strategic partnerships.

METHODS

Qualitative research is a type of research conducted to know and understand phenomena or events that have been experienced by research subjects as a whole and cannot be divided. The determination of data sources in interviewees is carried out purposively, that is, selected with certain considerations and goals. In this study, researchers selected informants with purposive sampling techniques. According to Sugiyono (2021: 512), purposive sampling is a sampling technique for data sources or informants with certain considerations and purposes.

The research design used by researchers is using descriptive qualitative research methods. Qualitative research aims to explain and dig deeper into the phenomenon being studied by collecting a lot of data. When the data obtained is enough to help explain the phenomenon under study, there is no need to look for new samples.

This research was conducted using descriptive qualitative research because this study traced and analyzed INI Gelato's marketing communication strategy in building brand image. This research was conducted to obtain more detailed information and focus on what is needed for research purposes.

The subjects of this study are owners, marketing managers, social media specialists, and consumers of INI Gelato. This study used qualitative research design with a descriptive qualitative approach. Data collection techniques were used in this study with semi-structured interviews, field observations, and documentation.

RESULTS AND DISCUSSION

Marketing communication strategy is a strategy that is considered to be influential in forming a brand image for consumers. This marketing communication strategy contains good messages and is easy to understand so marketers must be able to determine what kind of strategy should be implemented. This marketing communication strategy is implemented to obtain effective results according to company goals.

In this research, the researcher focuses the discussion of this strategy on INI Gelato's marketing communication strategy in building brand image. This discussion was carried out based on all the statements and pictorial evidence that the researchers had previously collected. Statements from people directly related to INI Gelato, as well as evidence in the form of documentation that researchers obtained from INI Gelato or processed by researchers.

Brand Image is an effective way to get consumers. In this case, consumers, consciously or not, will choose a positive image of a product. In this research, the strategy carried out by INI Gelato is to build its image by setting prices in accordance with the quality and target market it wants to achieve, namely with SES (socio-economic status) A.

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The prices set by INI Gelato tend to be higher than ice cream. The high price is set because INI Gelato wants to attract consumers who are looking for gelato based on quality that matches the price or can be called quality-driven customers. Customers who look for a product because of its quality means that the image of the product has a good impression because the product is trusted by customers.

The next image depicted in INI Gelato is gelato which sells products with unique flavors. INI Gelato sells its products with unique flavors, indeed some have the same taste, but INI Gelato has its own characteristics such as Almond Choco Peanut Butter. This motivates INI Gelato to carry out R&D to produce new flavors by collaborating with other brands.

INI Gelato collaborates with Melts to present a unique taste. Dark Choco Earl Gray is a collaboration flavor that only at INI Gelato consumers will get this flavor of gelato. Apart from its

unique taste, INI Gelato is known for its unique packaging, namely the biodegradable cup. INI Gelato uses a single-use container in a shape that has never been used for gelato in Indonesia. This illustrates the message from INI Gelato which really cares about the environment and uses containers that are easily decomposed.

The use of this biodegradable cup strengthens INI Gelato's message, namely handcrafted-botanical gelato. Apart from packaging, the shape of the shop interior also supports natural colors, so it can represent the "botanical" nature of INI Gelato. INI Gelato creates a comfortable atmosphere in the shop, so that every customer who comes feels like they are at home.

The marketing communication strategy carried out by INI Gelato is using a marketing communication strategy. There are several strategies in this marketing communication strategy, namely, advertising, sales promotions, events and experiences, personal selling, public relations, and direct and digital marketing. INI Gelato applies these strategies in its own way.

The first strategy is the advertising strategy. In this research, the actions taken by INI Gelato were by using Facebook Ads and advertising through Tokopedia Ads. The budget is determined every month for advertising with an average of Rp. 5,000,000.- to Rp. 15,000,000.- depending on the current conditions.

Advertising on Facebook Ads also applies to Instagram from INI Gelato in the form of video reels and feeds, so content via Instagram INI Gelato is needed to be advertised. Within a month, INI Gelato routinely advertises its content in at least 6 Instagram feeds with the aim of informing about the existence of gelato and persuading the audience with the trend to try gelato or visit the store. This content creation is also based on brand guidelines that have been determined by INI Gelato.

Apart from Facebook Ads and Tokopedia Ads, INI Gelato also advertises through the KOLs it chooses. Usually the use of KOL is not routine every month, but is done when there are certain events such as the opening of a new branch or the presence of a new flavor of INI Gelato, whether it is a collaboration or not.

The next strategy is the sales promotion strategy. Sales promotions consist of short-term incentives to encourage the purchase or sale of a product or service. This sales promotion strategy has been carried out by INI Gelato, such as providing samples, loyalty cards and giving discount vouchers. Samples given to consumers are in the form of gelato products but in smaller sizes than purchases. Sales promotions have been carried out but not regularly. The owner of INI Gelato believes that continuous sales promotions will create the image of INI Gelato which frequently holds promotions, so that people come only for the promotions, not because of the quality of the gelato they are looking for.

This sales promotion can actually attract purchases, but the image created at INI Gelato will be different. One sales promotion that is still being carried out today is the loyalty card, where

customers who buy gelato will get a stamp according to the amount of gelato purchased. If you collect 5 stamps, you can exchange them for 1 small cup of gelato, and if you collect 10 stamps, you can exchange them for 1 medium cup of gelato. With this loyalty card, consumers are encouraged to regularly buy gelato and ask for a stamp, so that they feel they have received a reward for purchasing gelato.

The next strategy is the events and experiences strategy. Events and experiences offer many benefits as long as they are engaging and implicit, meaning they make a sale subtly and indirectly. In implementing event and experience strategies, INI Gelato once provided a spinning wheel for consumers who bought gelato in the store and published it on their social media.

This motivates consumers to buy and play the spinning wheel. INI Gelato provides quality prizes from gelato-shaped popsockets with the INI Gelato symbol to getting a Large Cup of gelato. From the observations made, consumers feel happy and enthusiastic about the spinning wheel. Consumers are also enthusiastic about inviting their friends to buy and join in playing the spinning wheel. From the gifts prepared by THIS Gelato is quality and not useless goods, so the image we want to build here is from the quality given to consumers.

The next strategy is a personal selling strategy or personal selling. Personal selling has the aim of involving customers by providing understanding, making sales and building persuasive relationships with customers. In the personal sales strategy, INI Gelato employees have an important role because they will interact directly when consumers want to make a purchase.

The personal selling implemented by INI Gelato means that employees ask to add other things to their gelato purchase, such as adding a half cone or wanting to use waffles. Apart from that, the employees serving will provide the opportunity to taste the flavors that are being taken into consideration. This will trigger more purchases due to curiosity about other flavors on offer.

In implementing this personal selling, INI Gelato employees are also friendly so that consumers do not feel uncomfortable because they are forced to buy more. If this is done well continuously by INI Gelato employees, then INI Gelato's image will not be bad because of this personal sales factor. If personal sales are successful and consumers believe that what is recommended is delicious and worth the price purchased, INI Gelato's credibility will increase because of consumer trust in INI Gelato employees.

The next strategy is the public relations strategy. In its public relations strategy, INI Gelato carries out public relations in the form of product and brand publicity. INI Gelato does publicity for this product and brand by participating in several event organizers who organize festival events within a certain period of time.

INI Gelato has participated in many events organized by event organizers such as Moja, Semasa, Pop-Up Market, Jamboree, but the regular one is with Market&Museum. INI Gelato chose to follow Market&Museum because they have the same target market as INI Gelato. INI Gelato can

expand its products and brand by participating in events like this, especially Market&Museum which has the same target market as INI Gelato. INI Gelato expands its name by participating in events like this, because the place is not fixed and often moves, so it can build credibility while increasing awareness of INI Gelato.

Apart from participating in events to build relationships with the community, INI Gelato also wants to be present at important moments for every consumer. INI Gelato wants to be present at its customers' important moments such as religious holidays, birthdays and so on. INI Gelato presents hamper packages when there are holiday events for consumers to celebrate with INI Gelato. INI Gelato also provides PR packages to several related brands, collaborators and influencers.

Influencers who have sent gelato and liked it, such as Kyra Nayda, Titan Tyra and Sandra Dewi. Not only to influencers, INI Gelato also sends it to brand relatives and collaborators, to maintain good relations. This is done so that an emotional connection is built with the influencer while increasing the credibility and image of INI Gelato.

The next strategy is direct and digital marketing strategy. INI Gelato uses social media to build its image, namely Instagram and Tiktok. On TikTok, according to INI Gelato's observations, it publishes the daily life and realities that occur between staff and consumers in the store, and then the reality of gelato production. On Instagram, INI Gelato determines to publish 15 pieces of content a month and follow the specified brand guidelines.

In this publication, the social media specialist who is responsible must also use appropriate copywriting in conveying the message so that the message can be conveyed without being long-winded and precisely at the target. In sharing its content, INI Gelato also uses an interactive content strategy to persuade its audience and maintain good relationships with its consumers, because consumers feel recognized because their suggestions are seen or used.

CONCLUSION (Cambria, 11 pt)

Brand image is an effective way to attract consumers, because it reflects good consumer perception and loyalty towards a product. INI Gelato aims to create a brand image by offering high quality products at affordable prices, in line with its target market.

INI Gelato serves gelato with premium ingredients. Using a unique gelato name is one of INI Gelato's strategies in building its image. One example of a unique product is Almond Choco Peanut Butter. This unique taste motivates INI Gelato to develop new flavors with other brands. INI Gelato is equipped with unique packaging that supports INI Gelato's message, namely neutral-botanical gelato.

INI Gelato is also known as homey gelato, because its interior provides comfort when customers come, like at home. INI Gelato does not eliminate the neutral-botanical message, so the interior is created with a minimalist and natural impression. Overall, brand image plays an important role in attracting and retaining customers.

In this research, INI Gelato used Facebook Ads and Tokopedia Ads to promote its products. INI Gelato also uses KOL (Key Opinion Leader) to reach customers for several moments. The moment chosen by INI Gelato to use KOL is the opening of a new branch or the arrival of a new flavor. INI Gelato has the aim of increasing awareness and attracting customers to come to the store through advertising.

The sales promotion strategy by INI Gelato includes incentive offers, loyalty cards and vouchers for purchases. Loyalty cards allow customers to purchase more products and receive discounts for repeat purchases. Apart from loyalty cards, INI Gelato has discount vouchers, but this is rarely done. Apart from that, INI Gelato also collaborates with other brands to carry out sales promotions. Brand in the form of payment and in the food and beverages sector.

INI Gelato provides spinning wheels as an event strategy and experience with its customers. This spinning wheel is intended for customers who buy gelato and share it on social media about INI Gelato. This spinning wheel provides prizes such as popsockets, discount vouchers, and large cups of gelato for the winners. This motivates them to buy and enjoy the moment with INI Gelato.

A personal sales strategy, INI Gelato involves company employees interacting with customer offers. INI Gelato employees give customers the opportunity to taste the desired flavors. This will increase customer curiosity. Customer curiosity can be used by employees to offer larger sizes or additional products, such as half cones or waffles.

INI Gelato's public relations strategy involves collaborating with event organizers to promote products and services. Event organizers participated in by INI Gelato include Market&Museum, Moja, Pop-Up Market, and Semasa. INI Gelato does this because its territory is moving so it is good for expanding the market and increasing brand awareness. Apart from that, INI Gelato also provides hampers and PR packages to influencers who have tried their products during big days or certain events.

INI Gelato's direct and digital marketing strategy uses social media platforms such as Instagram and TikTok to promote INI Gelato products and share INI Gelato information. Social media specialists use effective copywriting to reach INI Gelato's target audience. Additionally, INI Gelato uses an interactive content strategy to persuade consumers and build positive relationships with customers. This digital and direct marketing is carried out to build the identity of INI Gelato, so that a positive image can be recorded in the minds of customers and audiences.

In conclusion, the marketing communication strategy used is very important for INI Gelato to communicate with customers. By using this well-planned strategies you can build strong relationships so that the INI Gelato brand image is created for customers.

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