



**INTEGRATED MARKETING COMMUNICATION IN BUILDING THE BRAND
IMAGE OF LOCAL COFFEE SHOPS: A SYSTEMATIC LITERATURE REVIEW,
2020–2025**

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Abstract

The rapid growth of digital technology has transformed how organizations communicate with consumers, making Integrated Marketing Communication (IMC) an important strategy for delivering consistent brand messages. In the competitive coffee shop industry, IMC is expected to strengthen Brand Image; however, previous studies have produced inconsistent findings regarding this relationship. This study aims to synthesize existing research on the influence of IMC on Brand Image in the coffee shop industry. A Systematic Literature Review (SLR) was conducted following the PRISMA 2020 guidelines. Relevant articles were identified from several academic databases using predefined inclusion criteria, resulting in 20 eligible studies for analysis. The findings indicate that IMC strengthens Brand Image through consistent communication, integration of communication channels, increased Brand Awareness, Customer Engagement, and improved customer experience. However, IMC implementation in coffee shops remains focused primarily on social media and digital marketing, with limited integration of other communication elements. The review also identifies research gaps in study contexts, methodologies, and conceptual frameworks, providing recommendations for future research while offering practical insights for developing sustainable Brand Image strategies.

Keywords: Integrated Marketing Communication; Brand Image; Coffee Shop; Customer Engagement; Systematic Literature Review



INTRODUCTION

The coffee shop industry has experienced rapid growth over the past decade, driven by shifts in people's lifestyles, urbanization, and the digital transformation. Coffee shops are no longer viewed merely as places to enjoy coffee-based beverages; they have evolved into "third places" that support a wide range of social activities, work, learning, and community building. These changes have intensified competition in the coffee shop industry, both nationally and locally. Under these conditions, competitive advantage is no longer determined solely by product quality, menu variety, or price, but also by a company's ability to build relationships with consumers and create a strong, sustainable brand image (Ardiana, 2013; Helen et al., 2022; Rosalia & Ali, 2025).

Brand image is an intangible asset that plays a strategic role in influencing consumers' perceptions, preferences, and decisions regarding a brand. In the coffee shop industry, where products share relatively homogeneous characteristics, brand image serves as the primary differentiator that enables consumers to recognize a brand's identity compared to its competitors. A positive brand image can increase customer trust, strengthen loyalty, reduce perceived risk in the purchasing process, and encourage repeat purchases. Thus, brand image management is no longer viewed merely as a promotional activity but as part of a business strategy that supports the company's sustainability (Keller, 2013; Nurianti & Suhartati, 2024; Nanda, 2022).

Digital transformation has changed the way companies communicate with their consumers. The rise of social media, digital apps, online reviews, user-generated content, influencer marketing, and various internet-based communication platforms means that consumers now obtain information about a brand through multiple touchpoints. As a result, companies can no longer rely on a single form of promotion but are required to integrate all communication activities to deliver a consistent message and create a positive customer experience. These changes have underscored the growing importance of implementing Integrated Marketing Communication (IMC) as a strategic approach in modern marketing communication (Kliatchko & Schultz, 2014; Yang et al., 2025; Qi et al., 2024).

Integrated Marketing Communication is a marketing communication approach that integrates various communication elements such as advertising, sales promotion, public relations, direct marketing, personal selling, interactive marketing, and digital media—to create a consistent message for consumers. The evolution of the IMC concept reflects a shift from merely coordinating various promotional tools toward a communication strategy focused on customer



experience, building longterm relationships, and creating brand value. In the context of coffee shops, the implementation of IMC aims not only to increase sales but also to build brand identity through the integration of digital communication, customer experience, community activities, and social media interactions, thereby fostering a positive perception of the brand.

Various studies in recent years have shown that the implementation of IMC contributes positively to various marketing indicators. Research findings indicate that integrated marketing communication can enhance Brand Awareness, Brand Equity, Customer Engagement, Purchase Intention, and Customer Loyalty through the integration of various communication channels. In the coffee shop industry, social media has become the most dominant communication channel for building relationships with customers, strengthening the brand experience, and increasing interaction between companies and consumers. On the other hand, research in the hospitality, retail, telecommunications, and other service industries also indicates that the success of IMC is heavily influenced by an organization's ability to convey consistent messages across various communication media. Nevertheless, research focuses remain diverse, with most studies emphasizing the relationship between IMC and Brand Awareness, Brand Equity, or Purchase Intention, while discussions regarding the mechanisms of Brand Image formation remain relatively limited (Novrian & Rizki, 2021; Zulkarnaen et al., 2025; du Plessis & Waititu, 2025; Yang et al., 2025).

The literature review also indicates that most research on IMC is still conducted in a fragmented manner. Many studies evaluate only a single element of marketing communication such as social media, digital advertising, sales promotion, or public relations without examining how the integration of all these communication elements shapes the overall brand image. Furthermore, most studies use a quantitative approach to test relationships between variables, thereby producing strong empirical evidence; however, they have not yet been able to provide a conceptual synthesis regarding the development of IMC implementation across various industry contexts, particularly local coffee shops. On the other hand, advancements in digital technology which have given rise to content marketing, electronic word of mouth (eWOM), omnichannel communication, and the use of artificial intelligence (AI) also indicate that the concept of IMC continues to evolve and requires systematic updates to the existing body of research (Qi et al., 2024; Pahlevi et al., 2022; Ismaeel et al., 2025).



Based on a review of previous research, several research gaps have emerged that form the basis for this study. First, research on IMC is still dominated by studies examining its effects on Brand Awareness, Brand Equity, and Purchase Intention, while research specifically synthesizing the relationship between IMC and Brand Image remains limited. Second, the implementation of IMC in the local coffee shop industry has not been extensively examined through a Systematic Literature Review (SLR) approach. Third, most studies still focus on the effectiveness of individual marketing communication elements, while the mechanisms by which Brand Image is formed through integrated communication, customer experience, customer engagement, and digital communication have not been fully explained. Fourth, the development of digital technology has transformed the implementation of IMC, yet syntheses regarding the direction of this research are still relatively scarce (Qi et al., 2024; Pahlevi et al., 2022; Yang et al., 2025).

Addressing these gaps, this study offers a novel contribution in the form of a conceptual synthesis regarding the implementation of Integrated Marketing Communication in building Brand Image within the coffee shop industry. Unlike previous studies, which generally tested the relationships between variables empirically, this study integrates findings from various studies to identify patterns in the development of the IMC concept, the mechanisms of brand image formation, the characteristics of IMC implementation in the coffee shop industry, and research gaps that can serve as an agenda for future research (Pahlevi et al., 2022; Qi et al., 2024).

Based on this background, this study aims to (1) analyze the development of research on Integrated Marketing Communication during the 2021–2025 period, (2) synthesize the influence of Integrated Marketing Communication on brand image based on previous research findings, (3) identify patterns of IMC implementation in the coffee shop industry, and (4) formulate research gaps and future research agendas. Using a Systematic Literature Review approach in accordance with the PRISMA 2020 guidelines, this study is expected to provide a theoretical contribution to the development of integrated marketing communication research while also serving as a practical reference for coffee shop industry practitioners in building a sustainable brand image.

LITERATURE REVIEW



Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a strategic marketing approach that integrates various communication tools to deliver clear, consistent, and coordinated messages across multiple communication channels. Rather than focusing solely on promotional activities, IMC emphasizes creating a unified customer experience by ensuring consistency at every customer touchpoint. According to Kliatchko and Schultz (2014), the concept of IMC has evolved from coordinating promotional efforts into a customer-oriented strategy that supports long-term relationship building and brand value creation. The rapid development of digital technologies has further expanded the application of IMC through social media, digital advertising, content marketing, influencer marketing, and other interactive communication platforms.

IMC Implementation in the Coffee Shop Industry

The increasing competition among coffee shops has encouraged businesses to adopt IMC as a strategy to strengthen market positioning and establish meaningful relationships with consumers. Existing studies indicate that social media, particularly Instagram, has become one of the most widely used communication platforms because it enables businesses to engage customers while promoting brand identity. Nanda (2022) reported that marketing communication through Instagram contributes positively to Brand Image by delivering attractive and informative content. Similarly, Novrian and Rizki (2021) found that the implementation of IMC at Kedai Sodare Kopi improved Brand Awareness through the integration of digital promotion and direct customer communication.

Despite these developments, the implementation of IMC in local coffee shops remains largely concentrated on digital communication rather than the comprehensive integration of all marketing communication elements. Ardiana (2013) observed that coffee shops employ advertising, sales promotion, public relations, personal selling, and word-of-mouth marketing; however, these activities are often implemented separately instead of being strategically integrated. Likewise, Yustiasa et al. (2025) demonstrated that combining IMC with Instagram marketing positively influences Brand Image, although the overall integration of communication channels is still limited.

The Role of IMC in Building Brand Image

Brand Image reflects consumers' overall perceptions and associations with a brand, which are shaped through continuous communication and customer experiences. Numerous studies suggest that IMC plays a crucial role in



strengthening Brand Image by ensuring message consistency across different communication channels. Consistent communication enhances Brand Awareness, increases Customer Engagement, and creates positive customer experiences that reinforce favorable brand perceptions.

Recent studies also highlight the growing importance of digital communication within IMC strategies. Du Plessis and Waititu (2025) found that integrating content marketing with influencer marketing significantly improves brand engagement, which subsequently strengthens Brand Image. Similarly, Syah Amin Albadry et al. (2025) reported that content marketing effectively increases Brand Awareness of local coffee products, particularly among millennials. These findings indicate that relevant, authentic, and consistent communication has become an essential factor in developing a strong and sustainable brand image.

The positive relationship between IMC and Brand Image has also been confirmed across various industries beyond the coffee shop sector. Nurianti and Suhartati (2024) demonstrated that IMC significantly enhances Brand Image in the fashion industry. Likewise, Ismaeel et al. (2025) reported that integrated marketing communication positively influences consumer purchasing decisions by strengthening brand perception. Yuliani et al. (2025) further argued that effective IMC implementation contributes not only to stronger brand positioning but also to overall business growth.

Research Trends in Integrated Marketing Communication

Research on IMC has expanded considerably over the past decade, particularly with the rapid growth of digital marketing technologies. Pahlevi et al. (2022) observed a shift from traditional promotional communication toward integrated digital communication strategies that emphasize customer interaction and engagement. Supporting this trend, Qi et al. (2024) conducted a bibliometric analysis and identified digital marketing, social media marketing, customer engagement, Brand Awareness, and Brand Image as the dominant research themes in recent IMC studies. These findings illustrate how digital transformation has reshaped both marketing practices and academic research in the field of integrated marketing communication.

Research Gap

Although previous studies consistently acknowledge the positive contribution of IMC to Brand Image, several research gaps remain. First, many studies primarily examine social media or digital marketing as isolated components of IMC rather than evaluating the integration of the complete marketing communication mix. Second, empirical research focusing specifically



on local coffee shops remains relatively limited and is predominantly based on quantitative case studies involving individual businesses, limiting the generalizability of existing findings. Third, limited attention has been given to examining how multiple IMC dimensions including advertising, sales promotion, public relations, direct marketing, personal selling, event marketing, digital marketing, and customer experience collectively contribute to Brand Image. Therefore, a Systematic Literature Review is necessary to synthesize existing evidence, identify consistent findings and emerging trends, and provide recommendations for future research on the implementation of Integrated Marketing Communication in building Brand Image within local coffee shops.

RESEARCH METHOD

This study adopted a Systematic Literature Review (SLR) to examine and synthesize previous research on the role of Integrated Marketing Communication (IMC) in developing Brand Image, particularly within the local coffee shop industry. The SLR approach was selected because it provides a rigorous and transparent framework for reviewing existing literature, enabling researchers to systematically identify relevant studies, critically evaluate their quality, and integrate research findings into a comprehensive understanding of the topic. Compared with traditional narrative reviews, SLR follows predefined procedures that reduce selection bias and improve the credibility and reproducibility of the review process. The review was conducted in accordance with the Preferred Reporting Items for Systematic Reviews and MetaAnalyses (PRISMA) 2020 guidelines, which include the stages of identification, screening, eligibility assessment, and final inclusion.

A systematic search was carried out across six electronic databases, namely Scopus, ScienceDirect, SpringerLink, MDPI, Emerald Insight, and Google Scholar. The search strategy employed combinations of keywords related to the research topic, including *"Integrated Marketing Communication," "Marketing Communication," "Brand Image," "Brand Awareness," "Brand Equity," "Brand Engagement," "Digital Marketing Communication,"* and *"Coffee Shop."* Boolean operators (AND and OR) were used to refine the search and capture studies discussing both the direct and indirect relationships between IMC and Brand Image.

To ensure the relevance and quality of the reviewed literature, explicit inclusion and exclusion criteria were established before the selection process. Eligible studies were peerreviewed journal articles published between 2021 and



2025, written in either English or Indonesian, available in full text, and focused on Integrated Marketing Communication, Brand Image, or closely related constructs such as Brand Awareness, Brand Equity, and Brand Engagement. Publications in the form of conference proceedings, theses, dissertations, books, duplicate records, nonpeerreviewed articles, and studies that did not align with the research objectives were excluded.

The study selection process followed the PRISMA workflow. An initial search identified 100 articles from the selected databases. After removing 12 duplicate records, 88 studies remained for title and abstract screening. During this stage, 48 articles were excluded because they did not meet the relevance criteria. The remaining 40 fulltext articles were then assessed for eligibility, resulting in 20 studies that satisfied all inclusion criteria and were retained for the final review.

Data from the selected studies were extracted manually using Microsoft Excel to ensure consistency throughout the review process. Information recorded from each article included the authors, publication year, country of study, research design, research object, variables, theoretical foundation, principal findings, and identified research gaps. Organizing these data in a standardized format facilitated comparison across studies and supported a more structured synthesis of the evidence.

The collected literature was analyzed using a combination of narrative synthesis and thematic analysis. Narrative synthesis was employed to summarize and interpret the findings of individual studies, while thematic analysis was used to identify recurring concepts, patterns, and relationships across the selected literature. Based on this process, the studies were grouped into five main themes: the evolution of IMC in the digital era, the influence of IMC on Brand Image, the relationship between IMC and Brand Awareness, Brand Equity, and Brand Engagement, the implementation of IMC in coffee shops and other service industries, and emerging research gaps for future investigation. This analytical approach enabled the review to provide a comprehensive overview of current research trends and the contribution of Integrated Marketing Communication to Brand Image development in local coffee shops.



RESULTS AND DISCUSSION

Characteristics of the Selected Studies

Table 1.

Characteristics of the Selected Studies

Category	Findings
Number of articles	20 articles
Publication period	2021–2025
Databases	Scopus, ScienceDirect, SpringerLink, MDPI, Emerald Insight, Google Scholar
Publication type	International peerreviewed journals and accredited national journals
Dominant research method	Quantitative (SEM, PLSSEM, Multiple Linear Regression)
Dominant country	Indonesia
Dominant industry	Coffee Shop/Food & Beverage
Nonempirical approaches	Literature Review, Systematic Literature Review, Bibliometric Analysis
Main independent variable	Integrated Marketing Communication (IMC)
Main dependent variables	Brand Image, Brand Awareness, Brand Equity, Purchase Intention
Dominant theoretical foundation	IMC Theory, CustomerBased Brand Equity (CBBE), AIDA Model
Main research focus	The influence of IMC on Brand Image and consumer behavior in the digital era

Source: Author's synthesis (2026).

Table 1 summarizes the general characteristics of the 20 studies included in this systematic literature review. The selected articles were published between 2021 and 2025 and were retrieved from six major academic databases: Scopus, ScienceDirect, SpringerLink, MDPI, Emerald Insight, and Google Scholar. Most studies employed quantitative research methods, particularly Structural Equation Modeling (SEM), Partial Least Squares Structural Equation Modeling (PLSSEM), and multiple regression analysis. These approaches were commonly used to examine the relationships among Integrated Marketing Communication (IMC), Brand Image, Brand Awareness, Brand Equity, and consumer purchase behavior.



The review also reveals that Indonesia dominates the research context, reflecting the rapid expansion of the local coffee shop industry and the increasing adoption of digital marketing strategies. In contrast, only a limited number of studies were conducted in other countries, suggesting that crosscultural investigations remain relatively scarce. Furthermore, the majority of the selected studies focused on coffee shops and other food and beverage businesses, highlighting the growing importance of IMC in highly competitive service industries.

Overall, the characteristics of the selected studies indicate that research on IMC has increasingly shifted toward digital communication practices, with Brand Image emerging as one of the most frequently examined marketing outcomes.

Major Research Themes

Table 2.

Major Research Themes Identified in the Literature

Theme	Main Focus	Representative Studies
IMC and Brand Image	Examines the role of IMC in strengthening brand perception and customer trust	Yustiasa et al. (2025); Nurianti & Suhartati (2024)
IMC and Brand Awareness	Explores the effectiveness of integrated communication in increasing brand recognition	Novrian & Rizki (2021); Damayanti et al. (2026)
IMC and Brand Equity	Investigates the contribution of IMC to creating brand value	Zulkarnaen et al. (2025)
Digital Transformation of IMC	Focuses on digital marketing, social media, influencer marketing, and content marketing	Yang et al. (2025); du Plessis & Waititu (2025)
Conceptual Development of IMC	Reviews theoretical development and research trends using SLR and bibliometric analysis	Pahlevi et al. (2022); Qi et al. (2024)

Source: Author's synthesis (2026).

The thematic analysis identified five major research themes that have shaped recent IMC studies. The first theme focuses on the relationship between IMC and Brand Image, where most studies consistently reported that integrated



communication positively influences consumers' perceptions of a brand. Consistent messaging across multiple communication channels enables businesses to build trust, credibility, and favorable brand associations.

The second theme concerns Brand Awareness, demonstrating that integrated promotional activities improve brand recognition and increase consumers' familiarity with products or services. Another emerging theme is Brand Equity, where IMC contributes to enhancing perceived brand value and customer loyalty.

The review also highlights a significant increase in studies examining digital transformation in marketing communication. Researchers have increasingly explored the role of social media, content marketing, and influencer marketing in strengthening communication effectiveness. Finally, conceptual studies such as bibliometric analyses and systematic literature reviews have contributed to understanding the evolution of IMC research and identifying future research opportunities.

These findings suggest that IMC research has gradually shifted from traditional promotional activities toward digitally integrated communication strategies that emphasize customer engagement and longterm brand development.

The Influence of Integrated Marketing Communication on Brand Image

Table 3.

Synthesis of the Influence of Integrated Marketing Communication on Brand Image

Synthesis Findings	Explanation
Message consistency	Consistent communication across multiple channels strengthens consumers' perceptions of the brand.
Communication channel integration	Combining digital and conventional communication improves communication effectiveness.
Brand Awareness	IMC increases brand recognition, which contributes to a stronger Brand Image.
Customer Engagement	Interactive communication encourages stronger customer involvement and emotional attachment.
Customer Experience	Positive customer experiences reinforce favorable brand perceptions.
Digital marketing	Social media has become the dominant communication platform for coffee shops.



eWOM	Positive online reviews and customer recommendations amplify Brand Image.
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Source: Author's synthesis (2026).

The synthesis of the selected studies demonstrates that Integrated Marketing Communication plays a significant role in strengthening Brand Image. One of the most frequently reported findings is the importance of maintaining message consistency across different communication channels. Consistent communication helps consumers develop stronger brand recognition and reinforces positive perceptions toward the brand.

Another important finding is the integration of multiple communication channels. Businesses that combine social media, advertising, public relations, personal selling, and digital marketing tend to achieve better communication effectiveness than those relying on a single promotional medium. This integrated approach enables companies to reach consumers at different stages of the purchasing process while maintaining a coherent brand identity.

The review also indicates that IMC contributes indirectly to Brand Image through Brand Awareness and Customer Engagement. Higher brand awareness encourages consumers to recognize and remember a brand, while customer engagement strengthens emotional connections that positively influence brand perception. Additionally, several studies emphasize that positive customer experiences and electronic wordofmouth (eWOM) further reinforce Brand Image by increasing consumers' confidence and trust in the brand.

Overall, the evidence consistently supports the view that IMC should be regarded as a strategic communication framework rather than merely a promotional tool. Its effectiveness lies in integrating various communication activities to create a consistent and memorable customer experience.

Research Gaps and Future Research

Table 4.
Research Gaps and Future Research Directions

Research Gap	Current Findings	Future Research Opportunities
Conceptual gap	IMC is mostly viewed as a promotional tool rather than a holistic communication strategy.	Develop comprehensive IMC frameworks incorporating the customer journey.
Variable gap	Most studies focus on Brand Awareness, Brand	Investigate the direct and indirect effects of IMC on



	Equity, and Purchase Intention.	Brand Image through mediating variables.
Methodological gap	Quantitative methods dominate existing studies.	Apply mixed methods or longitudinal approaches.
Contextual gap	Research mainly investigates large brands and single case studies.	Examine local coffee shops and SMEs across different regions.
Digital transformation gap	Research is largely limited to Instagram and Facebook.	Explore AI driven marketing, omnichannel communication, marketing automation, and social listening.

Source: Author's synthesis (2026).

Despite the growing body of literature, several research gaps remain. First, many previous studies examined only individual components of IMC, particularly social media marketing or digital marketing, without considering the integration of all communication elements. As a result, the holistic nature of IMC has not been fully explored.

Second, methodological diversity remains limited because quantitative approaches dominate the existing literature. Future studies could adopt mixed methods or longitudinal designs to provide a deeper understanding of how IMC strategies influence Brand Image over time.

Third, most empirical studies have focused on large companies or individual coffee shop cases within Indonesia. Comparative studies involving different countries, business scales, or cultural settings are still limited. Such investigations would provide broader insights into how IMC practices vary across different market environments.

Finally, recent technological developments present new opportunities for IMC research. Future studies may explore the integration of artificial intelligence, omnichannel communication, marketing automation, and social listening to better understand their contribution to Brand Image in the digital era.

CONCLUSION

This study synthesized the development of Integrated Marketing Communication (IMC) research and examined its contribution to Brand Image in the coffee shop industry using a Systematic Literature Review (SLR) based on the PRISMA 2020 guidelines. The findings indicate that IMC has evolved from a



promotional approach into a customer-oriented communication strategy that emphasizes message consistency, integrated communication channels, and customer experience.

The review demonstrates that IMC positively contributes to Brand Image across various industries, including coffee shops. Rather than relying on a single communication channel, successful IMC depends on the integration of advertising, sales promotion, public relations, direct marketing, social media, and electronic word of mouth (eWOM). In addition, the relationship between IMC and Brand Image is often strengthened by mediating variables such as Brand Awareness, Customer Engagement, Brand Trust, and Customer Experience.

This study also identifies five key research gaps, including conceptual, methodological, contextual, variable-related, and digital transformation gaps, highlighting opportunities for future research. The findings contribute to the theoretical development of IMC while providing practical insights for coffee shop businesses to implement integrated and customer-centered communication strategies that support sustainable Brand Image.

This review is limited to 20 articles published between 2021 and 2025. Future studies are encouraged to include a broader range of databases, larger samples, and complementary approaches such as bibliometric analysis or meta-analysis to provide a more comprehensive understanding of IMC research.

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