

ABSTRACT

This study discusses how Tadeo Cafe and Kopi Tama make cupsleeve event as one of their PR marketing strategy to be implemented, especially among K-Pop fans. The purpose of this research is to analyze how cupsleeve event that is being held at these cafes can be an effective PR marketing strategy to attract the public attention and to be an identity for the café that used K-Pop as their concept. This research uses the qualitative case study method where the author will give an explanation or general description about how the implementation of cupsleeve event as a PR marketing strategy for Tadeo Café and Kopi Tama. Primary data collection methods were carried out by in-depth interviews with four informants, observations, a study of literature, and documentation. Based on this research, two pr marketing tools are used by Tadeo Café and Kopi Tama, namely publication and event. The form of publication that is carried out is by using social media, such as Instagram or TikTok to help spread the event, namely the cupsleeve event. Then, the ongoing event is maximized by using the event management cycle, namely how the cupsleeve event can run smoothly through the planning and implementation stage so that the preparation is thorough and the event can be as expected. Lastly, the author concluded the results obtained from the implementation analysis of the cupsleeve event in both cafes as their PR marketing strategy.

Keywords: PR Marketing Strategy, Cupsleeve Event, Publication, Event