

ABSTRACT

Tens Coffee is a micro, small, and medium enterprise (MSME) in the food and beverage sector that has successfully built emotional closeness with a customer through a light, humorous, and participatory communication style. In its implementation, a framework called Make Our Customer Hero (MOCH) was developed to guide various appreciative communication initiatives toward customers. This study aims to understand how Tens Coffee implements the MOCH framework to build sustainable customer relationships and how this approach is carried out in the absence of a formal Public Relations structure. The research uses a qualitative approach with a descriptive method, employing techniques such as in-depth interviews and direct observation. The analysis is based on the four-step public relations model by Cutlip, Center, and Broom (2013). The results show that MOCH is executed through five key stages, capturing social phenomena, emotional framing, call to participation, spontaneous execution, and community reflection. Despite not having a formal PR division, Tens Coffee has managed to build strong customer relations by responding to collective emotions and encouraging community involvement. The stage of capturing social phenomena is proven to be the most crucial, as it sets the direction for the overall communication strategy. Tens Coffee demonstrates sensitivity in responding to collective emotions such as the disappointment of university entrance exam failures (SNBP) or academic achievements, which are then translated into appreciative campaigns that resonate on a personal level. This strategy positions the customer as active participants in communication, rather than mere targets. The evaluation of the strategy's success is not based on quantitative metrics, but on emotional resonance and community engagement. The findings affirm that the MOCH framework demonstrates the relevance of Public Relations practices in the MSME context through an appreciative and participatory communication approach.

Keywords: *Communication Strategy, Customer Relations, Public Relations, Public Relations Strategy*