

THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATION AND INSTAGRAM SOCIAL MEDIA IN IMPROVING BRAND IMAGE AT KOPI LADANG

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Abstract

The development of digital technology has encouraged companies to integrate marketing communication strategies through various channels, including social media. This study aims to analyze the effect of integrated marketing communication (IMC) and the use of Instagram social media on improving brand image in the local brand Kopi Ladang. The study used a quantitative approach with a survey technique on 140 respondents who were active followers of the Instagram account @kopiladang.id. IMC variables include advertising, sales promotion, direct marketing, public relations, and digital marketing, while social media variables focused on interaction intensity, content quality, and user engagement. The results of multiple regression analysis show that there is a positive impact between Integrated Marketing Communication on Brand Image in Kopi Ladang, There is a positive impact between Kopi Ladang Instagram Media on Kopi Ladang Brand Image, There is a significant relationship between Integrated Marketing Communication and Instagram Media on Brand Image in Kopi Ladang and There is an Influence between Integrated Marketing Communication on Brand Image through Instagram Social Media, namely between Integrated Marketing Communication and Instagram Social Media has a significant impact on Brand Image in Kopi Ladang. Instagram social media acts as a medium between Integrated Marketing Communications, showing how influential the level of Instagram Social Media among customers can be in increasing Brand Image in achieving a more significant influence.

Keywords: *Integrated Marketing Communication, Social Media, Instagram, Brand Image, Kopi Ladang*

INTRODUCTION

Marketing Communication is an activity that aims to disseminate information, influence, and persuade target audiences for the company and the products produced so that they can be accepted, consumed or purchased by the products offered by the company concerned. Therefore, efforts made to maintain consumer loyalty are very important things that must be attempted by the company. Integrated Marketing Communication has positive benefits for the company, of course various strategies are needed in terms of consumer management that aims to gain trust and loyalty. Marketing Communication can be done with advertising, public relations, personal selling and so on. Brand Image includes knowledge and belief in a brand attribute (cognitive), the consequences of using the brand, and the appropriate usage situations, as well as evaluations, feelings and emotions associated with the brand (Kotler, 2020). Brand Image is defined as consumer perception and preference by various brand associations that exist in consumer memory.

Branding plays an important role in product marketing. With branding, manufacturers show that their products have reliable quality. Of course, branding is very much needed by manufacturers because with branding, manufacturers make target consumers familiar with the products offered. In this case, of course, it will foster trust for anyone who is the target of the branding. However, as the intensity of meeting increases, someone will dare to approach, maybe even further to get to know each other. If the target consumer sees, reads and listens continuously about the brand of a product in offline or online media or so on, the target consumer will slowly but surely trust the product produced by a company that advertises its product. Current economic competition indirectly requires branding activities to influence consumers if they want their products to sell well in the market. Using offline and online media. The use of online media has its own advantages, namely the speed offered, unlimited customization, wide coverage and very low cost, making the use of online media very popular compared to the use of

conventional media. Examples of online media are social media such as Instagram, X (Twitter), Google Review, and the most trending and popular now is Tiktok. Each of these social media has its own characteristics and interface. In terms of its use, each social media also has different goals and content.

By utilizing social media to connect with customers, companies can improve Brand Image. Integrated Marketing Communication through social media can influence customers to become loyal customers of an UMKM coffee shop brand. Increasing the opportunity for conversion, can allow customers to interact with every post made by UMKM, whether on image, video, or text content. Of course this makes it easier for consumers to provide feedback directly. Business social media provides access to consumers to provide positive or negative feedback, which is valuable information from a consumer perspective. Develop target markets and be one step ahead of competitors by utilizing trends or #hashtags related to the product or place.

For Ladang Coffee Shop, having a strong and positive Brand Image can not only increase customer trust, but also differentiate the brand from its competitors, influence purchasing decisions, and enable higher pricing. Marketing communication strategies are key in shaping customer perceptions of the brand. Through various communication channels such as advertising, promotions, social media, and in-store experiences, Ladang Coffee Shop can control how their brand is viewed by the public. Therefore, a deep understanding of how these strategies influence customer perceptions of the brand is essential for the long-term success of Ladang Coffee Shop. Although marketing communication strategies have become an important focus in marketing practice, research on their relationship with Brand Image is still limited, especially in the context of the local cafe industry. Therefore, this study aims to fill this knowledge gap by systematically investigating the influence of Ladang Coffee Shop's marketing communication strategies on their Brand Image. The main objective of this study is to deeply understand how various marketing communication strategies used by Ladang Coffee Shop can influence customer perceptions of their brand. Thus, this study will not only provide practical insights for Ladang Coffee Shop in their marketing development, but can also make a valuable contribution to the theoretical understanding of the relationship between social media marketing communications and brand image.

LITERATURE REVIEW

Research by Arivatu Ni'mati Rahmatika et al (2020) in its title "The Influence of Integrated Marketing Communication on the Brand Image of Grand Safira Jombang Housing", states that there is a significant influence between advertising and sales promotion together on the Brand Image of Grand Safira Jombang Housing. While partially only the Sales Promotion variable has an effect on Brand Image.

Marketing communication has a very important role in a company environment in creating an image / Brand Image of a particular brand. In addition, marketing communication can build consumer awareness of the products / services produced by the company, so that consumers know the products / services offered and can ultimately stimulate a sale. Instagram social media also has an influence in increasing the Brand Image of a company, because in the current era, Instagram social media is the face of the company.

Research by Nur Alifah Salsabilah et al (2023), Instagram social media has a positive influence in creating positive impressions and perceptions.

According to Chris Heuer, founder of the Social Media Club, there are four elements in the use of social media, namely (Solis, 2010):

- 1) Context
"How we Frame our Stories." How do we create stories or messages that are delivered through social media with clear message content and make them more interesting?
- 2) Communication
"The Practice of sharing our story as well as listening, responding, and growing." Is how we can present or convey information messages, listen, respond, and develop messages to followers.
- 3) Collaboration
"Working Together to make things better and more efficient and effective." How cooperation between the sender and receiver of the message can be delivered effectively and efficiently.
- 4) Connection
"The Relationship we forge and Maintain." How the cooperation between the sender and receiver of the message can be delivered effectively and efficiently.

It is understandable that of these four elements, social media is very helpful in building relationships with its target audience. Therefore, Instagram social media has an effect on the perception of Kopi Ladang's Brand Image. Through Instagram social media, consumers can have their own perception of the brand without having to

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listen to the Brand Image of a brand by word of mouth. Consumers can have their own assessment of each brand. Kurnia Novianti's research (2023) entitled "The Role of Instagram Social Media in Building the Brand Image of Gentle Baby SMEs" The findings show that the influence of Instagram social media on the perception of brand image from consumers. This study shows significant results. This can be seen from the results of the study which states that monthly insight data shows that Gentle Baby's engagement has increased rapidly.

A brand is not just a name, but a vision, value, concept, characteristics and image of a product. A good brand will create a superior brand value in the minds of consumers and this also requires a solid foundation. This foundation can be built with Instagram social media, through videos, photos, content, or narratives built by a brand. For example, if the quality of the photos and videos produced is clear and good, it will have an impact on a good Brand Image. Photos and videos must also have good meaning and angle, of course this cannot be done by many people because there are elements of art that must be embedded in order to attract the attention of many people. However, to produce good photos and videos, it is necessary to spend a lot of money such as buying expensive cameras and high-spec laptops. The narrative must also be thought through carefully in order to attract the attention of consumers. For example, Kopi Ladang which has a marketing strategy through Instagram social media in order to reach a wider audience.

METHOD

In this study, the research design used is quantitative research. This study was conducted at Coffee Ladang and the Medan Johor regional road, North Sumatra Province, Deli Serdang Regency. The study will be conducted from October to December. The population in this study are all consumers or potential customers of Ladang Coffe. In this study, the number of indicators used was 14 indicators.

Therefore, this study uses the hair formula:

- 5×14 to 10×14 samples
- $5 \times 14 = 65$ to $10 \times 14 = 140$ samples

Based on the calculation above, the minimum sample limit is 65 to a maximum of 140 samples, so researchers can adjust to the research conditions using the assumption of 10 times the number of indicators or as many as 140 respondents who are considered to be sufficiently representative of the population.

RESULTS AND DISCUSSION

Classical Assumption Test

a. Normality Test

Table 1 Classical Assumption Test

		Unstandardized Residual	
N		140	
Normal Parameters ^{a,b}	Mean	0	
	Std. Deviation	1	
Most Extreme Differences	Absolute	.123	
	Positive	.090	
	Negative	-.123	
Kolmogorov-Smirnov Z		1.344	
Asymp. Sig. (2-tailed)		.054	
Monte Carlo Sig. (2-tailed)	Sig.	.049 ^c	
	99% Confidence Interval	Lower Bound	.043
		Upper Bound	.054

The table shows the results of the normality test using the Kolmogorov-Smirnov test with Asymp. Sig. (2-tailed) where the results obtained a significance value of $0.054 > 0.05$, which means that the data has a normal standardized residual value and the classical assumption of normality in the model has been met.

b. Multicollinearity Test

Table 2 Multicollinearity Test Table

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	26.061	3.713		7.018
	IMC	.433	.102	.435	4.237
	INSTAGRAM	.021	.078	.027	.264

From the table above, it shows the results of the multicollinearity test of each independent variable. The results show that the VIF value <10, namely Integrated marketing communication (X1) is 2173; and Instagram (X2) is 2173. While the tolerance value (TOL) of each independent variable is >0.10, namely Integrated marketing communication (X1) is 0.460; and Instagram (X2) is 0.460. Based on the VIF value <10 and the TOL value > 0.10 of all independent variables, it can be said that the model is free from multicollinearity symptoms.

c. Heteroscedasticity Test

Table 3 Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.435	.166		2.627	.010
	X1	.098	.059	.201	1.653	.102
	X2	.030	.058	.064	.525	.601

The test results in the table above show that overall the independent variables have a significance value of > 0.05, namely Integrated Marketing Communication (X1) of 0.102; and Instagram media (X2) of 0.601. From these results, it can be concluded that in the regression model used, there were no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 4 Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	26.061	3.713		7.018
	IMC	.433	.102	.435	4.237
	INSTAGRAM	.021	.078	.027	.264

Based on the table above, a multiple linear regression equation can be formed between the integrated marketing communication variables (X1) and Instagram (X2) on Brand Image (Y) as follows:

$$Y = 26.061 + 0.433X_1 + 0.021X_2 + e$$

Based on the regression equation above, it can be described in the following explanation:

- a. From the equation above, the Constant value is obtained as 26.061 which means that integrated marketing communication, and Instagram are equal to zero (0) or do not experience any changes, then it will increase the value of the brand image. Or it can be said that if integrated marketing communication, and Instagram have an influence, the Brand Image of Kopi Ladang will provide a value of 22.061.
- b. The regression coefficient X1 (integrated marketing communications) has a coefficient value of $\beta_1 = 0.433$. This means that for every 1 unit increase in integrated marketing communications, the Brand Image will increase by 0.433 units.

- c. The regression coefficient X2 (Instagram) has a coefficient value of $\beta_2 = 0.021$. This means that every time there is an increase in Instagram by 1 unit, the Brand Image will increase by 0.021 units.

Hypothesis test results

- a. Significance test of individual parameters (t-test)

Table 5 T-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28.663	3.449		8.311	<.001
	IMC	.668	.093	.671	7.213	<.001
	INSTAGRAM	-.284	.067	-.394	-4.233	<.001

Referring to the table above, the test results have the following description:

- 1) From the results of the integrated marketing communication variable hypothesis test (X1), the results obtained were $t_{count} > t_{table}$ ($7.213 > 1.656$) with a significance value smaller than the alpha value ($0.000 < 0.05$). This means that it can be concluded that partially there is a significant influence of the integrated marketing communication variable on brand image. Thus, the first hypothesis is stated (H1) is accepted.
- 2) From the hypothesis test of the Instagram variable (X2), the results obtained were $t_{count} > t_{table}$ ($-4.233 < 1.656$) with a significance value smaller than the alpha value ($0.000 < 0.05$). This means that it can be concluded that partially there is a significant influence of the Instagram variable on Brand Image even though the resulting value is minus. This can certainly be explained through the following curve because the minus value is in the accepted hypothesis area. Thus the second hypothesis is declared accepted.

- b. Simultaneous Significance Test (F Test)

Table 6 Results of Simultaneous Significance Test (f Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	535.134	2	267.567	26.046	<.001 ^b
	Residual	1191.656	116	10.273		
	Total	1726.790	118			

Based on the table above, the F_{count} value is greater than the F_{count} value.

F_{table} ($26.046 > 3.06$) and the significance value is greater than small α ($0.000 < 0.05$). So it can be concluded that the integrated marketing communication variables, Instagram simultaneously have a significant influence on Brand Image in Kopi Ladang.

- c. Test of Determination Coefficient (R2)

Table 7 results of the determination coefficient test (R2 Test)

Model Summary	
R Square	Adjusted R Square
.615	.609

From the test results above, the adjusted R square value is 0.609 or if presented as 60%. From these results it can be concluded that if the integrated marketing communication variables, and Instagram contribute an influence of 60% on brand image. Then the remaining 40% is influenced by other factors outside the variables studied in this study such as word of mouth and others.

DISCUSSION

The Influence of Marketing Communication (X1) on Brand Image (Y).

From the results of multiple linear regression analysis and t-test, it shows that there is a significant influence between the Integrated Marketing Communication variable (X1) on the Brand Image variable (Y) of coffee fields. This can be proven by the results of $t_{count} > t_{table}$ ($7.213 > 1.656$) with a significance value smaller than the alpha value ($0.000 < 0.05$). So it can be interpreted that if integrated marketing communication is applied in a coffee shop, it will have a positive impact on brand image.

The results of this study are in accordance with the theory of integrated marketing communications, namely, creating a long-term process with customers. Kopi ladang creates relationships with customers by utilizing aspects of integrated marketing communications such as influencing customer behavior to aim to move the audience to act, using all communication media to reach the audience and not focusing on one particular media, establishing good relationships that can create a positive impression of the brand image. In the book by Terence A. Shimp (2015) in his book advertising additional aspects of integrated marketing communications, the purpose of integrated marketing communications is to influence behavior, thus forming the purpose of integrated marketing communications, namely to be able to influence potential consumers according to the company's targets and use all forms of contact communication that connects the company and target customers. In this study, the integrated marketing communications variable is the operational of advertising. Advertising is all forms of non-personal communication about ideas, goods or services that are funded by certain sponsors. Advertising can be formed from print ads, brochures, billboards, or digital. Kopi ladang is able to create advertising through social media widely by utilizing social media itself. Kopi ladang displays various things such as the quality of beans, the atmosphere of the place, and so on in order to influence potential customers. In this case, Kopi Ladang also does not fail to pay attention to regular customers who often enjoy and spend time at Kopi Ladang by providing information about certain promotions.

The results of this study are supported by the results of previous studies conducted by (Windy Talitha: 2020), namely the influence of IMC on the Brand Image of PT. Tokopedia. The conclusion of this study is that IMC has an effect on Brand Image with the results of the coefficient of determination test (R^2) showing that the R Square value is 6.617, which means that there is a 61.7% contribution of the influence of variable X, namely IMC, on the Brand Image of PT. Tokopedia. In this case, based on the respondents' answers above, it can be concluded that Kopi Ladang applies integrated marketing communications that have an effect on the Brand Image of Kopi Ladang. For example, by providing good service, the Brand Image of Kopi Ladang will also increase. Kopi Ladang provides good service and promotion to its customers, as well as establishing community relations with the surrounding area. Kopi Ladang also provides direct offers to loyal customers, and other special offers. So this can create the Brand Image of Kopi Ladang and make customers remain loyal to Kopi Ladang.

Instagram's Influence on Brand Image

From the results of multiple linear regression analysis and t-test, it shows that there is a significant influence between the Instagram variable (X2) on the Brand Image variable (Y) of coffee fields. This is evidenced by the results of $t_{count} > t_{table}$ ($-4.233 < 1$) with a significance value smaller than the alpha value ($0.000 < 0.05$). This study is in accordance with the theory of Instagram as marketing. This theory focuses on the creation and distribution of content that is relevant and interesting to the audience. This content can be in the form of photos, videos, or stories that can provide added value to followers, be it entertainment, education, or inspiration. Content actors use content designed to motivate, educate, or entertain the audience so that they are interested in interacting with the brand and ultimately making a purchasing decision. Consistent and high-quality content can strengthen the brand relationship with the audience.

Kopi ladang provides information on opening hours, new menus, and important information about promotions and events that will be held at Kopi Ladang. This can provide information to potential consumers and

regular consumers of Kopi Ladang itself. The results of the study showed that Kopi Ladang was quite successful in influencing Kopi Ladang through Instagram media and forming image perceptions of the brand. Kopi Ladang can also provide feedback in providing consumer questions on Kopi Ladang's Instagram media. Questions such as opening hours, new menus, and special offers can be answered well by the Kopi Ladang admin who works as the Kopi Ladang Instagram admin.

The results of this study are supported by previous research by (Adhinda Triana Putri: 2022), namely the influence of Instagram social media on the Brand Image of PT.Hijau Indah Selaras. The results of this study indicate that there is an influence of Instagram social media on the Brand Image of the wedding organizer PT.Hijau Indah Selaras. This indicates that the quality of good Instagram media has a positive influence on increasing the company's Brand Image. This condition makes it necessary for companies to maintain and improve Instagram social media to further improve the Company's Brand Image. The results of this study indicate that the Brand Image where most respondents chose the answers "agree" and "strongly agree" to statements 1 to 10. This is also in accordance with the conditions of the Kopi Ladang brand which consistently always provides the best experience in their Instagram media, starting from the content presented well, as well as feedback addressed to Kopi Ladang itself. Based on the respondents' answers to the statement, it can be concluded that Kopi Ladang must continue to maintain their Instagram media by managing it and being consistent in providing feedback and content, in order to maintain a good Brand Image image for consumers.

The Influence of Integrated Marketing Communications (X1) and Instagram media (X2) on the Brand Image of Kopi Ladang (Y)

The test results show that the variables of Integrated Marketing Communications, and Instagram Media, simultaneously or simultaneously are positive and significant towards Brand Image. This can be proven by the results of the F test with a calculated F value greater than F_{table} ($26.046 > 3.06$) and a significance value smaller than a ($0.001 < 0.005$). So it can be concluded that the variables of Integrated Marketing Communications, and Instagram Media simultaneously have a significant influence on Brand Image in Kopi Ladang which means that hypothesis 3 is accepted (H3). The results of this study are in accordance with the research (Annisa Pinastika: 2020) which concluded that there is a significant simultaneous influence and a fairly strong correlation between the influence of IMC activities through Instagram on the Brand Image of online cheap bookstores. This can be proven through the correlation coefficient value in this study of 0.584, more than 0.40 and less than or equal to 0.599. This finding indicates that the value is quite strong.

Based on these results, supported by the respondents' answers. Regarding Integrated Marketing Communications that cause Kopi Ladang's Brand Image, it can be seen that most respondents feel that the service and communication provided by Kopi Ladang are very good. Therefore, Kopi Ladang, which prioritizes good service and communication with customers, can encourage repeat purchases and invite potential customers or retain loyal customers. From the statement on the Brand Image variable, it can be seen that most respondents answered with "strongly agree" and "agree", with this it can be concluded that the Kopi Ladang Brand Image is in good condition. This good Kopi Ladang Brand Image can trigger loyal customers to influence other potential customers to spend their time at Kopi Ladang. Statements such as complete facilities related to Brand Image also show that Kopi Ladang is able to accommodate customer needs outside of the facilities that Kopi Ladang itself must provide. Such as facilities for watching together, musical instruments for live music, and so on can be accommodated and respondents answered through the questionnaire with the answers "strongly agree" and "agree" regarding adequate Kopi Ladang facilities. In general, Kopi Ladang is able to serve consistent coffee, a comfortable place, good service, and good media and adequate facilities. It can be said that Kopi Ladang has succeeded in placing the business strategy that is being run. Kopi Ladang has succeeded in accommodating customer needs well by using a good IMC strategy, this certainly affects the Brand Image simultaneously. Kopi Ladang has proven to produce a good brand image for consumers, because it can provide good service and quality to customers. It is hoped that in the future Kopi Ladang can maintain its brand image partially.

CONCLUSION

Through the results of testing and research that have been carried out through data collection and data analysis that have been described and carried out, therefore the researcher draws conclusions from the results of the discussion and analysis carried out by the researcher, the following are the conclusions that can be presented:

1. There is a positive impact between Integrated Marketing Communications on Brand Image at Kopi Ladang

2. There is a positive impact between Kopi Ladang's Instagram media on the Brand Image of Kopi Ladang
3. There is a significant relationship between Integrated Marketing Communications and Instagram Media on Brand Image at Kopi Ladang.
4. There is an Influence between Integrated Marketing Communications on Brand Image through Instagram Social Media, namely between Integrated Marketing Communications and Instagram Social Media has a significant impact on Brand Image in Kopi Ladang. Instagram social media acts as a medium between Integrated Marketing Communications, showing how influential the level of Instagram Social Media among customers can increase Brand Image in achieving a more significant influence.

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