

INDIRECT PROMOTION EFFECT ON INCREASING CONSUMER VISITS TO SELLIE COFFEE. (CASE STUDY ADA APA DENGAN CINTA 2 MOVIE)

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ABSTRACT

The purposes of this research are to know consumer profile of Sellie Coffee, describe indirect promotion process from Ada Apa Dengan Cinta 2 movie, and also to analyze the increasing of Sellie Coffee consumers visit from indirect promotion effect. This research used descriptive method with qualitative research type. Correspondents of this study consisted of 18 person obtained by purposive method. Data were collected by in-depth interview and observation, and then analyzed in descriptions. Consumers profile who visiting Sellie Coffe showed that the balance between men and women. Most of the customers are students. Indirect promotion processes to Sellie Coffee's consumer through the Ada Apa Dengan Cinta 2 movie happened through 3 channels; 1) the film itself, 2) social media, 3) consumers. Indirect promotion effect on increasing consumer visits to Sellie Coffee can be seen through two sides, indirect promotion effect to consumers and Indirect promotion effect to Sellie Coffee. Indirect promotion effect to consumer is a psychological influence, which mean Ada Apa Dengan Cinta 2 movie encourage curiosity and self-existence the public. Indirect promotion effect to Sellie Coffee consists of financial, social and commercial influences. Financial effect can be seen through the increasing consumens visit to Sellie Coffee. Social effect can be seen through social tendencies of people who make Sellie Coffee a part of trend or social culture. Commercial effect are characterized by transformation image of Sellie Coffee by the public; 1) tour destination, and 2) coffee shop alternative place.

Keywords : *sellie coffee,ada apa dengan cinta 2,indirect promotion*