

Marketing Communication Strategy of Chatime in Increasing Brand Awareness at Tzu Chi Hospital Jakarta

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ABSTRACT

This study examines the marketing communication strategies implemented by Chatime Tzu Chi Hospital North Jakarta in increasing brand awareness. The rapid growth of the bubble tea beverage industry in Indonesia has intensified competition among brands, requiring companies to implement effective marketing communication strategies to attract consumers and strengthen brand recognition. Despite Chatime consistently receiving the Top Brand Award in the bubble drink category, understanding how its marketing communication strategies contribute to brand awareness at the outlet level remains important. Therefore, this study addresses the research question: How do marketing communication strategies implemented by Chatime Tzu Chi Hospital North Jakarta contribute to increasing brand awareness among consumers? Novelty: This research offers a qualitative exploration of integrated marketing communication strategies implemented at the operational outlet level, providing insights into how advertising, sales promotion, public relations, personal selling, and direct marketing collectively influence brand awareness in the competitive bubble tea market. This study employed a qualitative case study design. Data were collected through in-depth interviews, observations, and documentation with key informants, including the assistant store manager, barista staff, consumers, and an academic expert in communication studies. The collected data were analyzed using descriptive qualitative analysis to identify the marketing communication strategies implemented and their influence on brand awareness. The findings indicate that Chatime employs integrated marketing communication strategies, including advertising, sales promotion, public relations, personal selling, and direct marketing, to strengthen consumer awareness of the brand. Promotional programs and direct interaction between staff and customers were identified as key factors influencing consumer interest and brand recognition. The study concludes that integrated marketing communication strategies play an important role in increasing brand awareness and strengthening Chatime's brand position within the competitive beverage market. These findings suggest that combining multiple promotional strategies and maintaining direct engagement with consumers can effectively enhance brand recognition and consumer loyalty.

Keywords: Marketing Communication Strategy; Brand Awareness; Bubble Tea Industry; Consumer Perception; Integrated Marketing Communication.

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INTRODUCTION

The rapid growth of the food and beverage industry has intensified competition among beverage brands, particularly in the bubble tea or boba drink sector. Recent studies highlight that integrated marketing communication plays a significant role in strengthening brand awareness and customer engagement within the beverage industry (Tuten & Solomon, 2022; Chen & Xie, 2022). Marketing communication strategies such as digital promotion, experiential marketing, and customer interaction are increasingly recognized as important tools for building brand recognition and influencing consumer purchasing decisions. In recent years, bubble tea has become one of the most popular beverage trends in Southeast Asia. According to Momentum Works, the bubble tea market in Southeast Asia reached approximately US\$3.66 billion in 2021, with Indonesia becoming the largest market, valued at around US\$1.6 billion or approximately 43.7% of the total regional market (Databoks, 2022). The significant market size indicates a high level of consumer demand while simultaneously creating increasingly intense competition among beverage brands.

One of the brands that has successfully expanded within this competitive market is Chatime, a brewed tea beverage brand originating from Taiwan. In Indonesia, Chatime operates under F&B Indonesia, part of the Kawan Lama Group, which manages various food and beverage brands. Since entering the Indonesian market in 2011, Chatime has experienced rapid expansion and currently operates approximately 465 outlets across Indonesia (Chatime.co.id, 2023). In North Jakarta alone, Chatime operates around 16 outlets, including the Chatime outlet located at Tzu Chi Hospital, which was established in 2021 (Chatime.co.id, 2023). The brand offers more than 50 beverage variants and continues to innovate through collaborations, promotional activities, and digital service platforms such as GoFood, GrabFood, ShopeeFood, and its proprietary application MY F&B ID App.

In a highly competitive business environment, companies must implement effective strategies to achieve organizational goals and maintain their competitive position. Strategy can be defined as a plan designed to achieve specific objectives within an organization (Sudarsono in Pantri, 2022). In the context of marketing, companies must develop appropriate communication strategies to introduce products, attract consumer attention, and strengthen brand recognition in the marketplace.

Recent empirical studies show that marketing communication plays an important role in shaping consumer responses in the food and beverage industry. For example, a study on Mixue beverage products in Jakarta found that viral marketing and brand awareness had a significant positive effect on consumers' purchase intention. Another beverage-sector study in Batam reported that social media, content marketing, digital marketing, brand awareness, and customer satisfaction influenced purchase intention. In the broader food category, research on frozen food brands in Indonesia also found that social media marketing significantly affected brand trust and customer experience. In the specific bubble tea context, a 2024 study in Phnom Penh found that promotion, brand image, and shop atmosphere positively influenced purchase intention and purchase decision. These findings indicate that recent research has largely emphasized digital promotion, purchase intention, and consumer response in the F&B sector; however, empirical studies that specifically examine how an individual outlet implements integrated marketing communication strategies at the operational level to strengthen brand awareness remain limited. Therefore, this study addresses that gap by focusing on the marketing communication strategy of the Chatime outlet at Tzu Chi Hospital Jakarta Utara.

Communication plays a fundamental role in marketing activities because it serves as a medium for conveying information and influencing consumer perceptions. Rogers defines communication as the process of transferring ideas from a message source to a receiver with the aim of influencing attitudes or behaviors (Cangara in Arianto, 2021). Within marketing

activities, communication becomes a crucial tool to deliver product information and build relationships with consumers. According to Burnett and Moriarty (Sunarto, 2021), marketing communication is a process used to convey product information effectively to target audiences. Through effective marketing communication activities, companies can influence consumer understanding, change attitudes, and encourage purchasing behavior.

One of the key objectives of marketing communication is to build brand awareness. Brand awareness refers to the ability of potential consumers to recognize or recall a brand as part of a particular product category (Aaker in Handayani et al., in Fathul, 2021). High brand awareness enables consumers to easily remember a brand and increases the likelihood that the brand will be chosen during purchasing decisions. Therefore, companies must continuously develop marketing communication strategies to maintain strong brand recognition and remain competitive in the market.

Despite the strong market presence of Chatime, the increasing number of competing brands in the bubble tea industry presents new challenges. Many beverage brands have entered the market offering similar products and promotional strategies, creating a highly competitive environment. This situation requires companies to continuously innovate in their marketing communication strategies in order to maintain consumer interest and strengthen brand awareness (Fill, C., & Turnbull, S., 2016).

Data from the Top Brand Award survey shows that Chatime consistently ranks first in the bubble drink category in Indonesia. The Top Brand Index indicates that Chatime achieved 57.5% in 2020, 52.4% in 2021, 59.0% in 2022, and increased to 61.8% in 2023, outperforming competing brands such as Hop-Hop, Lup-Lup, Xi Fu Tang, and Chill Bubble Tea (Top Brand Award, 2023). These findings indicate that Chatime has maintained a strong brand presence and continues to be recognized by consumers in the bubble drink market.

However, maintaining brand awareness in an increasingly competitive market requires the implementation of effective marketing communication strategies at the operational level of each outlet (Keller, K. L., 2013). Previous studies have generally examined marketing communication strategies in broader corporate contexts, particularly focusing on brand positioning, digital promotion, and consumer engagement (Chaffey, D., & Ellis-Chadwick, F., 2019). However, empirical research specifically investigating how individual outlets implement integrated marketing communication strategies to strengthen brand awareness at the operational level remains limited. Recent studies in the food and beverage industry emphasize the importance of localized marketing communication practices in influencing consumer perception and brand recall (Kim & Ko, 2021; Chen & Xie, 2022). Therefore, this study aims to analyze how marketing communication strategies are implemented at the Chatime outlet located at Tzu Chi Hospital Jakarta Utara to increase brand awareness among consumers. Therefore, it is important to analyze how specific outlets implement communication strategies to maintain consumer recognition and engagement.

Based on these considerations, this study aims to analyze the marketing communication strategies implemented by Chatime Tzu Chi Hospital Jakarta Utara in increasing brand awareness. This research is expected to contribute to the development of marketing communication studies, particularly in understanding how marketing communication strategies are implemented in the food and beverage retail sector to strengthen brand awareness.

METHOD

This study employed a qualitative research approach using a descriptive design to explore marketing communication strategies implemented by Chatime Tzu Chi Hospital Jakarta Utara in increasing brand awareness. Qualitative research is commonly used to understand social phenomena in natural settings and emphasizes the interpretation of meaning and processes

occurring in the field (Mamik, 2015). The descriptive qualitative approach allows researchers to analyze phenomena in depth and provide detailed descriptions based on empirical data collected from informants.

The use of qualitative methods in this study aims to obtain comprehensive insights regarding the implementation of marketing communication strategies carried out by Chatime Tzu Chi Hospital Jakarta Utara. Data were collected through direct interaction with informants using interviews, observations, and documentation in order to capture information related to marketing communication activities and their role in strengthening brand awareness among consumers (Ramadhan, 2021).

Population and Informants

Informants in this study were selected using purposive sampling, meaning that participants were intentionally chosen based on their relevance, experience, and ability to provide information related to the implementation of marketing communication strategies at the Chatime outlet.

The inclusion criteria for the Assistant Store Manager were: (1) actively serving in a managerial role at the outlet, (2) having direct knowledge of promotional planning and outlet communication practices, and (3) being willing to participate in the interview. The inclusion criteria for barista staff were: (1) having worked at the outlet for at least six months, (2) being directly involved in customer interaction and promotional communication, and (3) understanding daily marketing practices at the outlet. The inclusion criteria for consumer informants were: (1) having purchased Chatime products at the outlet at least twice, (2) being familiar with promotional activities or communication messages delivered by the outlet, and (3) being willing to share their consumption experiences.

The inclusion criterion for the academic expert was having expertise in communication or marketing communication and being able to provide an external analytical perspective on the findings. Exclusion criteria in this study included individuals who had very limited interaction with the outlet, employees who were still in probation and not yet involved in communication practices, customers who had never purchased from the outlet more than once, and prospective participants who were unwilling to be interviewed. Through these criteria, the selected informants were considered capable of providing rich, relevant, and context-specific data for this study.

Research Location

The study was conducted at the Chatime outlet located at Tzu Chi Hospital, which is situated on the first floor of Tzu Chi Hospital, Pantai Indah Kapuk, Kamal Muara Subdistrict, Penjaringan District, North Jakarta, Indonesia. This location was selected because Chatime Tzu Chi Hospital is a relatively new outlet established in 2021 and operates within a competitive beverage market environment.

Instrumentation or Tools

In qualitative research, the researcher serves as the primary research instrument responsible for collecting, interpreting, and analyzing data. Supporting instruments used in this study included interview guidelines, observation sheets, recording devices, and documentation tools such as cameras or smartphones to capture relevant field data.

The conceptual framework of this study was based on the marketing communication mix theory proposed by Abdurrahman and Sanusi (in Amalia et al., 2019), which includes several dimensions such as advertising, sales promotion, public relations, personal selling, and direct marketing. In addition, the concept of brand awareness levels proposed by Aaker was used to

analyze consumer awareness of the Chatime brand, including recall, recognition, purchase consideration, and consumption levels.

Data Collection Procedures

Data were collected using three main techniques: documentation, observation, and interviews. Documentation was used to collect supporting data related to the research object, including photographs, promotional materials, and other relevant documents associated with marketing communication activities conducted by Chatime Tzu Chi Hospital. Observation was conducted by directly observing the activities and interactions occurring at the Chatime outlet. Through this process, the researcher examined the marketing communication practices implemented by the store, including promotional activities, customer interactions, and communication strategies used by staff. Interviews were conducted using a semi-structured approach, allowing flexibility in exploring informants' responses while maintaining alignment with the research objectives. To strengthen the credibility of the findings, this study applied triangulation of data sources and techniques by systematically comparing interview statements with observational findings and documentary evidence. For example, claims regarding advertising were verified through direct observation of brand signage, promotional posters, and digital menu displays, while findings on sales promotion and public relations were cross-checked with promotional materials and event documentation. This triangulation process was intended to ensure consistency and reduce potential bias in data interpretation. The interviews aimed to obtain detailed information regarding the implementation of marketing communication strategies, challenges faced in increasing brand awareness, and the efforts undertaken by the Chatime outlet to overcome these challenges.

Data Analysis

The data collected in this study were analyzed using qualitative data analysis procedures consisting of data reduction, data display, and conclusion drawing. However, the analysis was not limited to description. After organizing the data, the researcher coded interview, observation, and documentation data according to the dimensions of integrated marketing communication, namely advertising, sales promotion, public relations, personal selling, and direct marketing. Each finding was then interpreted analytically by linking empirical evidence with relevant theoretical concepts and previous studies to explain how each dimension contributed to the formation of brand awareness among consumers.

Data reduction involved selecting, focusing, and simplifying the data obtained from interviews, observations, and documentation to identify relevant information related to marketing communication strategies and brand awareness.

Data presentation was carried out by organizing and displaying the data systematically in order to facilitate interpretation and understanding of the findings. The structured presentation of data helped the researcher identify patterns and relationships among the research variables. Finally, conclusions were drawn based on the interpretation of the analyzed data. The conclusions describe the marketing communication strategies implemented by Chatime Tzu Chi Hospital Jakarta Utara and their role in increasing brand awareness among consumers.

RESULTS

This section presents the findings of the study regarding the marketing communication strategies implemented by Chatime Tzu Chi Hospital North Jakarta in increasing brand awareness. Data were obtained through observations, documentation, and in-depth interviews with internal informants (assistant store manager and staff), external informants (consumers), and an academic expert in the field of communication.

Informant Characteristics

The study involved six informants representing both internal and external perspectives related to marketing communication activities at Chatime Tzu Chi Hospital, North Jakarta. Internal informants consisted of an Assistant Store Manager and two barista staff members who were directly involved in store operations and customer interactions. External informants included two consumers and one academic expert who provided insights from a theoretical perspective. The characteristics of the informants are presented in Table 1.

Table 1. Characteristics of Research Informants

No	Initial	Age	Gender	Occupation	Position
1	Ms. N	29	Female	Managing all store operations and employees	Assistant Store Manager, Chatime Tzu Chi Hospital, North Jakarta
2	Mr. SK	29	Male	Serving as a cashier and preparing beverages according to company standards	Staff Barista, Chatime Tzu Chi Hospital, North Jakarta
3	Mr. DA	24	Male	Preparing beverages and providing service to customers	Staff Barista, Chatime Tzu Chi Hospital, North Jakarta
4	Ms. TN	25	Female	Private sector employee	Consumer
5	Mr. DS	25	Male	Retail employee	Consumer
6	Mr. Dr. S	36	Male	Lecturer at STIAM I Institute	Academic in Communication Studies

Source: Primary Data

Marketing Communication Strategy Implementation

The findings indicate that Chatime Tzu Chi Hospital North Jakarta employs several marketing communication strategies to strengthen brand awareness. These strategies include advertising, sales promotion, public relations, personal selling, and direct marketing. The implementation of the marketing communication strategy is illustrated in Figure 1.

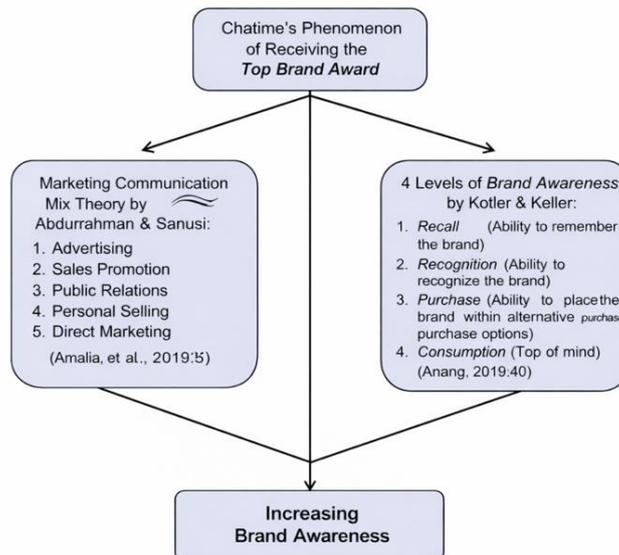


Figure 1. Marketing Communication Strategy Framework Implemented by Chatime

Advertising

Advertising activities are carried out through various visual media displayed around the Chatime outlet. These include brand signage, promotional posters, and digital screens inside the store that display product information and promotional messages.

Observations conducted during the research show that the placement of the Chatime logo outside the store and promotional displays inside the outlet help consumers easily recognize the brand when passing through the hospital area.

This is supported by the statement from the Assistant Store Manager:

"We place the Chatime logo outside the store area so that people passing by can immediately recognize that there is a Chatime outlet here. Inside the store, we also display promotional content and menus on a TV screen so customers become more interested." (Nurhayati, Assistant Store Manager)

The presence of visual advertising helps strengthen brand recognition among hospital visitors, employees, and surrounding communities.



Figure 2. Advertising Display at Chatime Tzu Chi Hospital Outlet
Source: Author Documentation

Sales Promotion

Sales promotion is one of the most frequently used marketing strategies by Chatime to attract customers and increase brand awareness. Promotional activities are regularly conducted through discount programs, payment collaborations, and special offers.

Several promotional programs identified during the study include:

- Buy 1 Get 1 promotion using Bank BOA debit card payments
- OVO Spectacular cashback promotion
- "Redeem for IDR 10,000" promotion for Chatime Milk Tea

These promotional programs aim to encourage customers to try Chatime products and increase repeat purchases.

According to the Assistant Store Manager:

"We frequently organize promotional programs to attract customers, such as Buy 1 Get 1 promotions, cashback promotions using the OVO application, and the 'Redeem for IDR 10,000' promotion for selected drinks." (Nurhayati, Assistant Store Manager)

Consumers also confirmed that promotional activities influence their purchasing decisions.

"I usually buy Chatime when there is a promotion. If there is a discount or cashback, I become more interested in buying it." (Tsubatin Nurul Faojiyah, Consumer)

These promotional activities help introduce the brand to new customers and maintain engagement with existing customers.



Figure 3. Promotional Programs Implemented by Chatime
Source: Author Documentation

Public Relations Activities

Public relations activities are conducted through participation in community events organized by institutions associated with the Tzu Chi environment. These activities aim to strengthen relationships between the company and the surrounding community.

The study found that Chatime participated in several activities organized by Yayasan Buddha Tzu Chi PIK and Tzu Chi School Indonesia.

The Assistant Store Manager explained:

"We also participate in several activities organized by the Buddha Tzu Chi Foundation. Usually, we help provide beverages for events held by the foundation."(Nurhayati, Assistant Store Manager)

Such involvement helps strengthen the relationship between the company and the community while also increasing brand exposure.

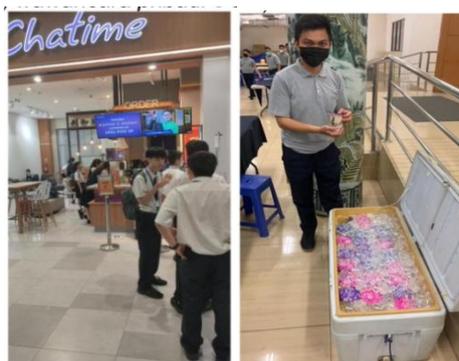


Figure 4. Public Relations Activities Conducted in Community Events
Source: Author Documentation

Personal Selling

Personal selling occurs when staff members interact directly with customers at the outlet. This includes explaining menu options, recommending products, and assisting customers in choosing beverages according to their preferences.

Baristas play an important role in communicating product information to customers.

One barista explained:

"When customers are unsure about which drink to choose, we usually recommend the most popular menu items or the drinks that are currently on promotion."(Sandy Kurniawan, Barista Staff)

Another staff member stated:

"We always try to provide friendly service so customers feel comfortable and are willing to come back and purchase again."(Dicky Arizky, Barista Staff)

These interactions contribute to building customer trust and strengthening relationships between the brand and consumers.

Direct Marketing

Direct marketing activities are implemented through direct communication with customers regarding product promotions, menu information, and available payment discounts.

During the ordering process, staff members often inform customers about ongoing promotions or recommend certain menu items.

According to one consumer:

"I usually find out about Chatime promotions directly from the cashier or from promotional information displayed in front of the store."(Deriawan Sumuweng, Consumer)

These direct communication strategies help ensure that consumers receive relevant information that may influence their purchasing decisions.

Brand Awareness Levels Among Consumers

The results of the study indicate that Chatime has successfully developed brand awareness among consumers. Most consumers interviewed were able to recognize the Chatime brand when asked about bubble tea beverages.

One consumer stated:

"When talking about bubble tea drinks, Chatime is one of the first brands that comes to my mind." (Consumer Interview)

Another consumer explained:

"I often see the Chatime logo in this hospital area, so when I pass by, it reminds me to buy a drink there." (Consumer Interview)

These responses indicate that the brand has reached the recognition and recall levels of brand awareness among consumers.

DISCUSSION

This section discusses the findings regarding the marketing communication strategies implemented by Chatime Tzu Chi Hospital North Jakarta in increasing brand awareness. The interpretation of the findings is analyzed using the marketing communication mix theory proposed by Abdurrahman and Sanusi, as well as the concept of brand awareness developed by Aaker. In addition, several previous studies are incorporated to compare and strengthen the interpretation of the findings.

Advertising

The findings indicate that advertising plays an important role in strengthening the visibility of the Chatime brand within the hospital environment. The use of visual promotional media such as brand signage, promotional posters, and digital menu displays allows consumers to easily recognize the Chatime outlet when passing through the area. Analytically, this shows that advertising at the outlet level does not merely function as information delivery, but also as a visual cue that embeds the brand in consumers' memory through repeated exposure in a high-traffic service setting. This interpretation is consistent with Shimp and Andrews (2013), who argue that advertising within IMC should create message consistency and strengthen brand salience. In this study, the placement of signage outside the store and digital displays inside the outlet indicates that Chatime combines external attraction and in-store reinforcement, thereby supporting recognition and recall as core dimensions of brand awareness.

The results of this study are consistent with previous research showing that advertising exposure significantly influences brand awareness and consumer perception. Bilgin (2018) found that marketing communication activities, particularly advertising and promotional content, play a crucial role in shaping consumer awareness and influencing purchase intentions.

The visibility of advertising elements also contributes to strengthening brand awareness among consumers. According to Aaker (1991), brand awareness refers to the ability of consumers to recognize or recall a brand as part of a specific product category. In this context, the advertising activities implemented by Chatime help consumers become familiar with the brand when encountering bubble tea products.

Sales Promotion

Sales promotion was identified as one of the most dominant marketing communication strategies implemented by Chatime to attract consumers and increase purchasing interest. Promotional programs such as discounts, cashback offers, and special price promotions are frequently used to encourage consumers to try Chatime products. Analytically, these findings indicate that sales promotion functions not only as a short-term purchase trigger but also as an entry point for trial behavior that may later strengthen brand familiarity. In line with Keller (2013), promotional incentives can help consumers associate value and accessibility with a brand, especially in highly competitive categories. In the context of this outlet, repeated exposure to promotional programs appears to support both immediate transaction decisions and broader brand awareness by increasing the frequency of consumer interaction with the Chatime brand.

Sales promotion provides short-term incentives designed to stimulate consumer purchasing behavior (Abdurrahman & Sanusi, 2015). These promotional strategies are particularly effective in highly competitive markets because they can quickly attract consumer attention.

The findings of this study support previous research indicating that promotional incentives can significantly influence consumer purchasing decisions. According to Hutter et al. (2013), promotional activities and marketing communication campaigns play an important role in increasing brand awareness and influencing consumer engagement with a brand.

Similarly, Chinomona (2016) found that promotional marketing activities positively influence brand awareness and customer loyalty, especially in competitive retail markets. This suggests that sales promotion not only increases short-term sales but also contributes to strengthening brand awareness among consumers.

Public Relations

Public relations activities carried out by Chatime involve participation in community events organized by institutions associated with the Tzu Chi environment. These activities are intended to strengthen relationships between the company and the surrounding community. From an analytical perspective, this finding suggests that public relations at the outlet level serves a relational rather than purely promotional function. By participating in institution-based community events, Chatime positions itself not only as a beverage retailer but also as a socially present brand within the hospital ecosystem. This supports Fill and Turnbull's (2016) view that marketing communications should build long-term stakeholder relationships, and it indicates that brand awareness in this context is shaped not only by commercial promotion but also by social visibility and trust-building activities.

Public relations plays an important role in shaping a positive corporate image and building trust among stakeholders. Organizational communication with the public is essential for maintaining relationships and creating mutual understanding between companies and their audiences (Rogers, 2003).

This finding is consistent with previous research, which emphasizes the importance of public engagement activities in building brand reputation. According to Kim and Ko (2012), brand communication strategies that involve interaction with communities and stakeholders can significantly enhance brand image and brand awareness.

Through participation in community events, Chatime increases its brand exposure while also strengthening its relationship with the community. Such engagement contributes to the development of a positive brand perception among consumers.

Personal Selling

Personal selling was also identified as an important strategy in the marketing communication process at Chatime Tzu Chi Hospital, North Jakarta. This strategy occurs through direct interaction between baristas and customers during the purchasing process. Analytically, this indicates that personal selling contributes to brand awareness by transforming routine transactions into interpersonal communication moments. Through recommendations, explanations, and friendly service, staff members do not merely facilitate purchases but also personalize the brand experience. This supports Moriarty et al. (2015), who emphasize that interpersonal communication within IMC can strengthen brand meaning and customer attachment. In this study, barista-customer interaction appears to reinforce the memorability of the brand by connecting product knowledge with positive service experiences.

Personal selling involves direct communication between sellers and consumers aimed at informing, persuading, and building relationships with customers (Abdurrahman & Sanusi, 2015). Through this interaction, customers receive direct explanations regarding product options and recommendations.

The findings of this study are in line with previous research emphasizing the importance of interpersonal communication in influencing consumer decisions. According to Kotler and Keller (2016), personal selling allows companies to build stronger relationships with customers because it enables direct communication and personalized service. Friendly service and effective communication between staff and customers can create positive customer experiences and strengthen customer loyalty toward the brand.

Direct Marketing

Direct marketing activities are implemented through direct communication between staff and customers regarding menu information, promotional programs, and payment discounts. These interactions typically occur during the ordering process at the store.

Analytically, this finding shows that direct marketing at the outlet level functions as immediate and personalized message delivery, enabling consumers to receive actionable information at the point of decision-making. As argued by Smith and Zook (2016), direct marketing becomes more effective when messages are timely, relevant, and closely aligned with consumer needs. In this case, direct communication by staff enhances not only purchase responsiveness but also the salience of the brand because consumers repeatedly associate Chatime with updated offers, menu knowledge, and responsive service.

Direct marketing enables companies to deliver specific messages directly to consumers and communicate promotional information efficiently (Burnett & Moriarty, 1998). This form of communication allows customers to receive immediate information that may influence their purchasing decisions.

Previous studies also highlight the importance of direct marketing in strengthening brand communication. According to Belch and Belch (2018), direct marketing provides companies with the ability to communicate personalized messages to consumers, which can enhance consumer engagement and improve brand awareness.

The findings of this study indicate that customers often obtain promotional information directly from store staff or promotional displays at the outlet. This shows that direct marketing supports other promotional activities in strengthening brand communication.

Brand Awareness

The results of this study indicate that the marketing communication strategies implemented by Chatime contribute to increasing brand awareness among consumers. Most consumers interviewed were able to recognize the Chatime brand and recall it when discussing bubble tea beverages.

Brand awareness refers to the ability of consumers to recognize and recall a brand within a particular product category (Aaker, 1991). When consumers are able to remember a brand easily, it indicates that the brand has successfully established a presence in the consumer's memory.

The findings of this study are consistent with previous research demonstrating that integrated marketing communication strategies significantly influence brand awareness. Hutter et al. (2013) found that integrated marketing communication activities strengthen brand visibility and improve consumer recognition of a brand.

Therefore, the integration of advertising, sales promotion, public relations, personal selling, and direct marketing strategies implemented by Chatime plays an important role in strengthening brand awareness and maintaining the competitiveness of the brand in the highly competitive beverage market. More specifically, the findings suggest that each IMC dimension contributes differently but complementarily: advertising strengthens visual recognition, sales promotion stimulates trial and repeat exposure, public relations builds social legitimacy, personal selling reinforces experiential memory, and direct marketing delivers timely, persuasive information. The combined use of these strategies demonstrates that outlet-level IMC can serve as an effective mechanism for moving consumers from simple brand recognition toward stronger recall and purchase consideration.

Limitations and Cautions

This study has several limitations that should be considered when interpreting the findings. The research was conducted only at a single outlet, namely Chatime Tzu Chi Hospital North Jakarta, which may limit the generalizability of the results to other Chatime outlets or similar beverage businesses operating in different locations. Each outlet may apply different marketing communication strategies depending on local market characteristics, customer

demographics, and management practices. In addition, this study employed a qualitative research approach with a limited number of informants consisting of internal staff and consumers, which allowed for an in-depth exploration of marketing communication practices, but does not allow the findings to be generalized to a broader population.

The data collected in this study were primarily obtained through interviews and observations, which may involve subjective interpretations from both the researcher and the informants. Although efforts were made to enhance data credibility through triangulation of sources, the possibility of bias cannot be entirely avoided. Therefore, future research is encouraged to examine marketing communication strategies in a broader range of outlets or industries and involve a larger number of participants. Further studies may also consider using mixed-method approaches that combine qualitative and quantitative methods to provide more comprehensive insights into how marketing communication strategies influence brand awareness in the competitive beverage industry.

Recommendations for Future Research

Future research is recommended to expand the scope of analysis regarding marketing communication strategies and their influence on brand awareness, particularly in the beverage retail industry. Further studies could involve a larger number of outlets or compare several Chatime branches in different locations to understand how marketing communication strategies vary depending on market characteristics, consumer behavior, and competitive environments. Comparative research between different bubble tea brands may also provide deeper insights into how various promotional strategies influence brand positioning and consumer awareness. In addition, future studies may adopt mixed-method approaches by combining quantitative surveys with qualitative interviews to obtain more comprehensive findings, where quantitative data can measure the level of brand awareness among a larger number of consumers while qualitative data can explore consumer perceptions and experiences in greater depth. Expanding the research context to different cities or other sectors within the food and beverage industry would also enhance the generalizability of the findings and provide broader insights into the effectiveness of marketing communication strategies in building brand awareness.

CONCLUSION

This study investigated the marketing communication strategies implemented by Chatime Tzu Chi Hospital North Jakarta and aimed to analyze how these strategies contribute to increasing brand awareness among consumers. The findings demonstrated that Chatime applies several marketing communication strategies, including advertising, sales promotion, public relations, personal selling, and direct marketing, to strengthen its brand presence and attract consumers. These strategies help consumers recognize and remember the Chatime brand within the competitive bubble tea market. Notably, promotional programs and direct interaction between staff and customers were identified as particularly influential in encouraging consumer interest and strengthening brand recognition. These results highlight the importance of integrated marketing communication strategies in building brand awareness and maintaining competitiveness in the beverage retail industry. Practically, the study implies that outlet managers in the food and beverage sector should not rely solely on corporate-level branding but should optimize localized communication practices, including on-site visual promotion, staff-customer interaction, and context-specific promotional programs. Theoretically, the findings reinforce the relevance of integrated marketing communication as an analytical framework for explaining how brand awareness is constructed at the outlet level through the interaction of multiple communication dimensions.

While this study provides valuable insights into marketing communication strategies in the bubble tea industry, several limitations should be noted. The research was conducted at a single outlet with a limited number of informants using a qualitative approach, which may limit the generalizability of the findings. Future research should expand the scope of analysis by involving multiple outlets, larger samples, or comparative studies across different brands and locations. Such research could further enhance understanding of how marketing communication strategies influence brand awareness and consumer behavior in the broader food and beverage industry.

AUTHOR'S CONTRIBUTION STATEMENT

The author was responsible for the overall design and implementation of the study, including conceptualizing the research topic, developing the research framework, collecting and analyzing the data, and interpreting the findings. The author also prepared the manuscript, conducted the literature review, and finalized the article for publication.

CONFLICTS OF INTEREST

The author declares that there are no conflicts of interest related to this study. The author confirms that there are no financial, personal, or professional relationships that could have influenced the research process, analysis, interpretation of the data, or the preparation of this manuscript. This declaration ensures the transparency and objectivity of the research findings presented in this article.

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