The Use of a Marketing Communication Strategy
By English Cafe Semarang in Building Brand Awareness

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ABSTRACT
The business world has overgrown, creating fierce competition among English course institutions in Indonesia. The marketing communication strategy becomes vital for these institutions in informing about the products and the brands to form market perceptions of the services offered and to build brand awareness. The success of a marketing communication strategy of a business can be measured by its brand awareness among the market audiences. English Café is an English course institution in Semarang City that has the concept of making a café a supporting tool and a convenient place for studying and practicing English. Our research aims to explore its marketing communication strategy and measure its brand awareness among the samples taken from Semarang citizens, including its students and others. The qualitative method is used in the analysis with a descriptive data presentation. The tools include observations, interviews, questionnaires, and documentation. The researcher found the data result, there were 43 respondents; 12 respondents recognized English Café as an English course institution in Semarang. It was called *Top of Mind* which had a percentage of 27.91%. They had built the *Top of Mind* level of brand awareness for English Café Semarang. The researcher found 22 respondents who recalled the English Café brand without the aid of recall when they needed the English Café course program. It was called *Brand Recall* which had a percentage of 51.17%. In the last finding, the researcher got 9 respondents who were unaware of the English Café brand as an English course institution in Semarang. It was called *Unaware of Brand* which had a percentage of 20.93%.
Keywords: Marketing Communication Strategy, Brand Awareness, English Cafe Semarang

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1. Introduction

People use language as a form of communication to express their thoughts, feelings, opinions, and desires. There are many languages in the world and each language is different from one to another. To interact with others, people need to be able to master at least one of the languages. The English language is now required to be learned in schools as an international language. English is a foreign language to Indonesian students, and some of them are little interested in learning it.

Speaking is regarded as the most challenging aspect of learning English. When speaking to someone, the ability to speak English helps us think of words and make them simple to understand. Many students experience anxiety when speaking English in public. They are concerned about their grammar, pronunciation, vocabulary, confidence, etc. Several programs for teaching languages are also widely used in schools and have a significant impact. Richards et al., (2012), the contexts for language programs are diverse and the particular variables that come into play in the situation are often the key determinants of a successful program.

Some institutions such as language institutes, schools, or universities typically provide teaching and learning programs in languages. Every institution has unique traits and a management style that

set it apart from the competition. Institutions for teaching and learning also have a variety of component roles, such as teachers who occasionally work simultaneously or independently. The course institution is a non-formal educational setting that seeks to impart information that can be applied both in the classroom and in daily life Trianawati (2013).

Some experts in language learning have proposed definitions of speaking. Brown (2017) mentioned that speaking was an oral interaction where participants need to negotiate the meaning of ideas, feelings, and information. In this case, the listener must understand the ideas presented. Spoken interactions can be characterized in terms of routines, which are conventional ways of presenting information that can be focused on information or interaction, a further feature of spoken interaction is that the participants need constantly to negotiate to mean and generally manage the interaction. Harmer (2017) states the reason why everyone needs to speak, as follows:

1) They want to say something. What is used here is a general way to suggest that the speakers make decisions to address other people.

2) They have some communicative purpose. Speakers say some things because they want them to happen as a result of what they say. They may want to charm their listeners, to give some information, to express pleasure. The speakers are interested in achieving the communicative purpose and what is important in conveying a message.

3) They select from their language store, speakers have an infinite capacity to create new sentences.

The growth of an English course institution cannot be separated from its marketing communication strategy to attract customers, develop customers' perceptions, and build brand awareness. The American Marketing Association in Lin et al. (2012) defines a brand as "a name, term, sign, symbol, or design, or a combination of them, which is intended to identify the goods or services of one seller or group from those of their competitors." Osman & Subhani, (2012) argued that the core of brand equity was brand awareness. In the development of the business world, marketing communications are applied not only to offer or promote goods or services to consumers but also to be part of the strategy for forming the company's image. English Café is an English Course institution in Semarang city with a unique café concept. One of the problems faced by English Café is marketing communication strategies. Marketing communication strategy is one of the most essential parts of an English language course institution to build brand awareness. There are several marketing communication strategies used by English Cafe Semarang; such as printed broadcasted advertisements, direct marketing, sales promotion, public relations, and word of mouth marketing. The researcher used the stages of development of effective marketing communications developed by Kotler et al. (2014).

The English Cafe is an English course institution in Semarang city with a unique café concept. While most English course institutions provide rigid learning activities in classroom settings, it focuses on providing flexibility and creating a relaxing atmosphere of a café to use as a tool and a convenient English learning venue. English Café is a pioneer of English course institutions in Indonesia that has the concept of "*learning English in a cafe*". Focusing on English Speaking learning, the English Café has already registered its legal copyright of Indonesian Brands and Works (HAKI). The concept of English Cafe, *learning English in a Cafe* is a part of Millennial's lifestyle. The marketing communication strategy carried out by The English Café in the attempt to increase brand awareness greatly influenced the institution's development and the increase in students.

Herningtyas (2018) conducted previous research and published a journal article entitled "*English Café Marketing Communication Strategy in Attracting New Course Members in Yogyakarta City.*" The descriptive qualitative method was used in this study. This study aimed to examine the steps involved in developing a communication strategy for increasing the number of new course members. Based on the study findings, English Café was the first English course institution in Indonesia with the concept of learning in a Café. English Café conducted offline and online activities such as advertising, direct selling, interactive marketing, sales promotion, public relations, and word-of-mouth in the early stages of marketing communication. English Café collaborated with companies and agencies in addition to leading cafes in Yogyakarta. Every year, English Café opened up opportunities for collaboration and sponsorship to the general public, providing great opportunities to recruit new course members.

Pabubung (2020) conducted additional research on the *"Quality of Organizational Communication Climate at English Café Yogyakarta."* This study aimed at a quantitative descriptive method in conjunction with survey data techniques. This research aimed to examine employees' perceptions of the organizational climate at English Café. The employee rate of the organizational communication climate at English Café Yogyakarta was good. The data stated that the organizational communication climate had good quality. Based on the data, the average result of descriptive statistical analysis was 140.74. Several studies on marketing communication and organizational communication concluded that communication aspects were the most significant factors in developing English language course institutions in the service industry.

The further study aims to describe its marketing communication strategy and measure the institution's brand awareness among Semarang citizens to know customers' perceptions of the services offered. During the ten years after its establishment in 2012, it has performed a special strategy that mostly targeted cooperation systems as one of the continuing, excellent promotions. English Café has collaborated with various universities, schools, companies, organizations, and other agencies in providing English training, including BPPLK Kemenaker Semarang, Politekkes Kemenakes Semarang, Grasia Hotel, Grand Edge Hotel, Unilever Indonesia, RSND UNDIP, UNDIP, UIN, Polines, Reckitt company, Cordova Edupartment, Telkom Indonesia and so on, with a total number of cooperation of approximately 257 partners. In line with its flexible and comfortable learning concept, this collaboration has had a big role in increasing brand awareness and course members, as well as collaboratively strengthening other brands in the promotional schemes Rangkuti (2012:12).

The researcher conducts research problems; 1). What marketing communication strategies are used by English Cafe Semarang; 2). How level of brand awareness among members has achieved with the marketing strategy.

Marketing communication is a company's method of communicating its product message to the general public. Kennedy & Soemanagara (2006) in the journal article Zuhri (2015) entitled *"Marketing Communication Strategies in Establishing Consumer Brand Awareness at My Home Jogja Café",* communication was essential, especially in conveying communication messages that face problems such as differences in perception, cultural differences, and limitations of the media used. Public relations were the type of marketing communication that was usually in line with the English Café learning concept. The researcher employed the stages of effective marketing communication developed by Kotler and Keller. The stages were determining the target market, determining communication objectives, designing messages, determining communication channels, determining the promotion mix, and measuring the results of integrated marketing communication. English Café's promotional mix included advertising (advertising), direct

marketing, interactive marketing, sales promotion, public relation, and word-of-mouth communication.

2. Methodology

Research is an effort to find the truth of a problem by collecting factual data and analysing, interpreting, and drawing conclusions from them. Previous researchers Kriyantono, Rahardjo (2011) stated that qualitative data is data in the form of words, sentences, and narratives of respondents and informants who are based on the process of achieving the quality of information. Our research was conducted at the English Café Semarang branch office addressed at Jalan Banjarsari Selatan, Tembalang, Semarang city. The research method used is qualitative with descriptive data presentation. The qualitative method is conducted via observations, interviews, questionnaires, and documentation.

The data were collected through observations, interviews, questionnaires, and documentation. In the observations in this research, the researcher used participants because the researcher did observation by taking an active part in this situation. In this case, the researcher paid attention to all activities that happened in the English Café, and then the researcher also took notes about what was being observed. The object of observation included the state of the environment, facilities of English Café management, and the teaching-learning process in English Café Semarang. The reason why the researcher used the observation method was that in qualitative research, the researcher had to know directly the state the of field so that data could be obtained, and using observation techniques to strengthen the data. The interview was also conducted to gain more information about the use of a marketing communication strategy by English Café Semarang in building brand awareness. Certain data collected through observation were cross-checked through interviews and observation. In this interview, the researcher used a personal interview. The researcher made some interviews with some informants at different times. The researcher started this research on June 9th until July 19th, 2022. The researcher interviewed the manager of English Café Semarang, English Mentors, and staff in English Café Semarang. The data were taken by interview, observation, questionnaire, and documentation during the teaching and learning process of the English course program in English Café Semarang.

2.1 Methods of Data Collection are conducted by:

2.1.1 Interviews

In this research, the researcher used both in depth interview, and guided interview. The researcher interviewed the manager of English Cafe Semarang, English Cafe Mentors, English Cafe members and ambassadors. In-depth interview, the researcher explored information in depth by being involved with the English Cafe manager and mentors' activities during teaching learning at English Cafe, and asking and answering questions freely without prepared question guidelines. The researcher also used the guided interview, asking English Cafe members and ambassadors some questions that have already been prepared. In contrast to in-depth interviews, targeted interviews had a weakness in that the atmosphere was not lively because the researcher was constrained by questions that had been prepared in advance.

An interview is one method for gathering research data. In simple terms, an interview is an event or a process of interaction both the interviewer and the source of information or the person being interviewed (interviewee) through direct communication Yusuf (2016). The interview method is also a method of gathering information for research purposes through face-to-face question and answer sessions between the interviewer and the respondent or interviewee, with or without the use of an

interview guide. These interviews are typically conducted individually or in groups to obtain useful information. In essence, an interview is an activity used to gather detailed information about a research issue or theme. It is the process of proving information or information obtained probtainedly through other means. Because it is an evidentiary process, the interview results match or differ from previously obtained information several stages must be completed to be effective Yusuf (2016):
  a) self-introduction,
  b) explain the purposes,
  c) explain interview material
  d) ask questions

2.1.2. Observations

The researcher used observation in the qualitative stages including participative, unstructured, and unstructured group observations. The observations were conducted at the management of English Café Semarang. Observational data supported the interview results so that researchers knew how the marketing communication strategy carried out by English Café Semarang in building brand awareness.

In addition to interviews, one of the most common data collection techniques in qualitative research methods is observation. Data collection includes observation. Zainal Arifin in Kristanto (2018), observation is a systematic, logical, objective process. The observation technique is a method for discovering or investigating nonverbal behavior. The method of observation is human daily activities using the five senses. The key to the success of observation as a data collection technique is determined by the observer himself, because the observer sees, hears, smells, or listens to an object of research and then draws conclusions based on what the researcher observes. The observer is critical to the success and accuracy of research results Yusuf (2016).

Observations for empirical purposes serve several functions. Observation serves a variety of purposes as well. The purpose of observation is to generate theories and hypotheses (in qualitative research) or to test theories and hypotheses (in qualitative research). More specifically, the observation function consists of describing, filling, and providing generalizable data. The description implies that observation is used to explain, provide, and detail phenomena. Providing data can be generalized, meaning every research activity, results in a response or reaction from the subject of observation. From the existing symptoms, researchers can draw general conclusions from the symptoms Hasanah (2017).

2.1.3. Documentations

A documentation technique or study is a method of collecting data through archives which may include books on opinions, theories, arguments, or laws, as well as others related to research problems. The researcher took some photos and videos to get research documentation. The researcher took some notes related to observations such as facts stored in the form of letters, research notes, research photos to obtain research information.

To interpret all of these documents so that they are not just meaningless items, the researcher must be theoretically sensitive. Documentation is derived from the word document, which means written goods, and the documentation method refers to procedures for gathering data by recording existing data. A data collection method used to trace historical data is documentation. Documents about individuals or groups, and events in social settings are extremely useful in qualitative research Yusuf (2016).

2.1.4. Questionnaires

The researcher did open questionnaire. Questionnaires served a similar purpose to interviews, but they were implemented differently. The researcher conducted the interview orally with the respondents, the questionnaire was implemented by having the respondents fill out a questionnaire created by the researcher. To analyze the level of brand awareness among English Cafe target segments in Semarang city, English Cafe Semarang used questionnaires for the entire target segments in the marketing communication strategy. Based on the questionnaire conducted by the researcher, there were 43 respondents of both English Cafe Semarang members and non-members.

The questionnaire is the most effective data collection technique. Sutabri (2012) gives the following instructions for creating a list of questions: a) decide ahead of time what facts/ opinions you want to gather, b) determine the type of question that is most appropriate for each of the facts and opinions mentioned, c) make a list of the questions to be asked. The question should be error-free and straightforward, Run the question by two or three people first. If the respondent has difficulty filling out the list of questions, the questions must be revised again, d) extend and disseminate a list of good and solid questions.

3. The Result and Discussion

The researcher provided some research results and discussions. There were some marketing communication strategies used by English Cafe Semarang in building brand awareness.

3.1 The Marketing Communication Strategy of English Café Semarang

The researcher interviewed the manager of English Café Semarang. Based on the interview with the manager of English Café Semarang, the data collection results revealed the use of marketing communication strategy by English Café Semarang. There were several marketing communication strategies used by English Café Semarang; such as printed broadcasted advertisements, direct marketing, sales promotion, public relations, and word of mouth marketing. Online marketing involved the use of the internet for interactive marketing, such as Instagram, website, WhatsApp, Telegram, and Fanspage on Facebook. English Café Semarang had marketing communicators, such as the manager of English Café Semarang, mentors, ambassadors, and media partners.

3.1.1 Advertising of English Cafe Semarang

As a promotional medium, advertising is useful in product introduction and recall and capable of reaching customers widely. Advertising could get a vast audience with a simple message that allows the recipient to understand a product being informed, its function, and its distinction from similar products.

An interview is one method for gathering research data. In simple terms, an interview is an event or a process of interaction between the interviewer and the source of information or the person being interviewed (interviewee) through direct communication Yusuf (2016).

The researcher interviewed the manager of English Café Semarang, the manager stated that English Café used printed media advertisements such as posters, flyers, and brochures which were not only spread by English Café Semarang marketers but also supported by cooperation partners, advertisements agencies who had previously collaborated with English Café Semarang.

3.1.2 Direct Marketing Activities of English Café Semarang

Marketing communication strategy is one of the most essential parts of an English language

course institution to build brand awareness. The researcher used the stages of development of effective marketing communications developed by Kotler et al., (2014). Kennedy & Soemanagara (2016) in the journal article by Zuhri (2015) entitled '*Marketing Communication Strategies in Establishing Consumer Brand Awareness at My Home Jogja Café",* communication was essential, especially in conveying communication messages that face problems such as differences in perception, cultural differences, and limitations of the media used.

Based on the observation, the researcher observed that the form of direct marketing used by English Café was a personal approach. English Café management required all staff and English mentors to use English Café aprons during working to build the English Café's identity to leave a distinct impression on other café customers. The use of English Café apron attributes on every staff and mentor is meant to attract the target customers to seek information directly from the team on duty to encourage them to become potential English Café members.

3.1.3 The Interactive Marketing of English Café Semarang

The presence of the internet has influenced various aspects of the marketing world, one of which is the use of social media and social networks as interactive promotional media where consumers and marketers can directly communicate. It has changed companies' ways of designing and implementing business and marketing strategies and influenced marketing communication programs Morissan & Hamid (2012). Visuals become the first thing that interests customers, later strengthened by recommendations from previous consumers who have experience with the brands Sarastuti (2017:87). The Internet is currently an exciting advertising medium because of its two-way nature, allowing interactive communication between marketing and consumers. Based on interview conducted by the researcher, English Café Semarang manager conducted interactive marketing on an ongoing basis as a promotional medium. English Café's promotion has been updated with developments on several social media platforms and social networks such as the use of Instagram, Facebook Fanspage, Whatsapp, Tiktok, Telegram, and the use of Website.

3.1.4 The Public Relations of English Cafe Semarang

Based on the field observation and interview with the manager conducted by the researcher, English Café through Public Relations used collaboration and sponsorship as superior promotions in attracting new course members. The collaboration with partner cafés had been leading in their area. It was being targeted by the general public, especially youngsters and young adults from senior high schools and university students. The partner cafés were offered with several attributes, such as the installation of logos on the aprons, brief descriptions of the concerned partners on the modules, pamphlets, flyers, and others. English Cafe also provided facilities to their working staff as part of the promotions. In turn, the partner cafés provided classroom spots for learning activities and promotions.

Concerning the non-cafés partners such as agencies, institutions, or companies, English Café had been under the sponsorship of the Ministry of Manpower BPPLK Semarang, Politekkes Kemenkes Semarang, Grasia Hotel, Grand Edge Hotel, Unilever Indonesia, RSND UNDIP, UNDIP, UIN, Polines, Reckitt companies, Cordova Edupartment, Telkom Indonesia and others. Sponsorship with widely-known companies indirectly increased the brand's image, which in turn raised the trust of the target audience to choose English Café.

In sponsorship promotion, English Cafe opened opportunities for all communities, organizations, universities, or other circles that welcomed sponsorship activities. English Café's

flexible concept and its unique brand made it welcome in any sponsorship activities, either related or not related to English or education. The brand name drew public curiosity to know more about its prominent features (different learning concepts, affordability, guarantee, etc.)

In summary, English Cafe's public relations sponsorship with reputable companies and collaborations with leading national cafes, along with the use of attractive attribute forms, have increased the number of scattered branches and affected the expansion of cooperation with various parties, especially cafes. The wider public increasingly recognizes English Café Semarang, it could be seen from the accumulative number and the wider segments of their customers, ranging from students to professionals.

3.1.5 The Word-of-Mouth by English Cafe Semarang

Word-of-mouth communication is a strategy that is considered effective because potential consumers feel personally connected with the information provider about the product or service the latter has used. Word-of-mouth communication is an effort to market a product or service using viral marketing so that customers talk, promote, and recommend a product and service to others enthusiastically and voluntarily Rachman & Abadi (2017:292).

Naura Saraswati Herningtyas (2018) conducted previous research and published a journal article entitled "*English Café Marketing Communication Strategy in Attracting New Course Members in Yogyakarta City*". The descriptive qualitative method was used in this study. This study aimed to examine the steps involved in developing a communication strategy for increasing the number of new course members. Based on the study findings, English Café conducted offline and online activities such as advertising, direct selling, interactive marketing, sales promotion, public relations, and word of mouth in the early stages of marketing communication.

Researcher : *"What kind of the best marketing strategy is used by English Cafe Semarang to get new members?"*

Manager : *"The best marketing strategy used by English Cafe Semarang is word-of mouth marketing. English Cafe has several ambassadors as influencers. They are both English Cafe members and alumni who always recommend the learning English at cafe concept to their College friends, communities, and companies. English Cafe members are growing and developing because of the ambassadors' word of mouth marketing activities to promote English Cafe course programs."*

Of all the above promotion mix, the researcher interviewed the manager of English Cafe Semarang, could be concluded that most *word-of-mouth* marketing was very well used among college students and high school students by offering incentives of becoming the English Cafe's ambassadors.

3.2 Developing the Marketing Communication of English Cafe Semarang

In analyzing the marketing communication strategy of English Cafe Semarang, it is necessary to identify the developing process of its marketing communication to evaluate and conclude what is missing for increasing brand awareness. The process of developing good marketing communication consists of identifying targets, setting goals and messages, making communication channels, promotion mix, communication budgeting, and interactivity Tjiptono, F., & Chandra (2017). The identification of marketing communication development at English Cafe Semarang is as follows:

1. Target Identification of the Market of English Cafe Semarang

In identifying the target audience for marketing communications, an STP strategy (segmenting, targeting, and positioning) is needed to identify the audience in detail and thoroughly. The following is STP's strategy for marketing communications at English Cafe Semarang:

1) **Segmenting**

   Based on observation conducted by the researcher, there were types of segments to be identified in marketing communications; geographic, demographic, and psycho-graphic. The geographic segmentation of English Cafe Semarang was the entire Semarang community. Meanwhile, the demographic segmentation of English Cafe Semarang was students, entrepreneurs, businessmen, professionals, and company workers who were studying and working in Semarang; men and women with ages ranging from 15 to more than 60 years old. The psycho-graphic segmentation was people who liked English and wanted to learn English, both for academic, social, as well as business, and professional purposes.

2) **Targeting**

   From the questionnaire conducted by the researcher, there were 43 respondents consisting of English Café members and non-members. English Café Semarang was intended for men and women aged 15 to more than 60 years old. The respondents were studying and working in the Semarang area, they were students, college students, entrepreneurs, business people, professionals, and company workers.

3) **Positioning**

   The researcher interviewed the manager of English Cafe Semarang. According to the manager, English Café positions itself as fun English learning by using learning methods that could increase confidence to speak. Carrying the theme of "*learning English in Cafés*", English Cafe Semarang created an image of the spirit of young people and offered a relaxed atmosphere while learning English.

2. The Purpose of Marketing Communication of English Cafe Semarang

The primary goals of marketing communication are to disseminate information (*informative communication*), persuade the audience to make a purchase (*persuasive communication*), and remind the audience to make repeat purchases (*remind communication*). Furthermore, companies engaged in marketing communication activities have a goal for responses, for example: implanting messages in consumers' minds (*cognitive*), changing their attitudes (*affective*), or encouraging them to do something (*behavior*), Sulaksana (2013). While the goal of communication in audience response is related to the stages of the purchasing processes Amir M. Taufiq (2015)

1) Cognitive Stage (Awareness, Knowledge) is the recognition of a brand from advertisements delivered through product names, logos, or product images
2) The Affective Stage (liking, preference, conviction) is the process of developing a sense of liking, then developing preferences in comparison to competing products, and finally convincing consumers of the product
3) The stage of behavior at which consumers make purchases
   Through its marketing communications, English Cafe Semarang aims to fully inform its product's target market to gain recognition and acknowledgment and persuade them to become members of English Cafe Semarang. This is done by focusing on shaping the image and brand in the perspective of the target audience by emphasizing unique points: Comfort-ability and fun learning methods.

The concept used by English Cafe Semarang in marketing communications is professional but still relaxed, friendly, and approachable. This concept is designed to build the image of English Cafe Semarang in the minds of the target audience: a high-quality product but with a warm and family side to emphasize the brand positioning of "fun learning". In addition, the messages are sincerely delivered by positioning the target as a friend or relative to form a warm relationship that can later be useful in marketing communication by forming a chain of relationships.

3.3 Evaluating the Marketing Communication Strategy in Building and Shaping Brand Awareness of English Cafe Semarang

Efforts to achieve brand awareness, both at the level of recognition and reinforcement, involve (1) brand identity acquisition and (2) association with certain product classes. Evaluation of the level of consumers' brand awareness can refer to the stages of its formation in their minds Aaker in Rangkuti (2012)
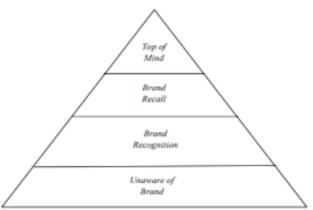

Figure 1. Stages of Brand Awareness
Source: Rangkuti (2012: 40)

These are the stages of brand awareness formation from top to bottom according to Aacker in Rangkuti (2012):
1) *Top of Mind* is when customers directly mention or think of a brand first in mind when associating with a product or service.
2) *Brand Recall*, is when customers recall a brand without the aid of recall when they need a product or service. It is usually a result of conversations or associations.

3) *Brand Recognition,* is a level of brand awareness when a brand shows up in mind after reinforcement or aids of recall.
4) *Unaware of Brand,* is the lowest level of brand awareness when customers do not realize the existence of a brand.

The four stages have become indicators of the success of a marketing communication strategy in building brand awareness. To analyze the level of brand awareness among its target segments in Semarang city, English Cafe Semarang used questionnaires for the entire target segments in the marketing communication strategy. Based on the questionnaire conducted by the researcher, there were forty-three respondents of both English Café Semarang members and non-members. The result

was seen in Table 1

Table 1. Level of English Cafe Brand Awareness

No	Level of English Café Brand Awareness	Data	Percentage
1	Top of Mind	12	27.91 %
2	Brand Recall	22	51.17 %
3	Unaware of Brand	9	20.93 %
Total		**43**	**100 %**

The researcher found the data result, there were 43 respondents; 12 respondents recognized English Café as an English Course institution in Semarang. The respondents directly mentioned or thought of the English Café brand first in their mind when associating with the English course program. It was called *Top of Mind* which had a percentage of 27.91%. The respondents mentioned English Café Semarang as the most desirable English course institution in their mind when they wanted to learn how to speak English fluently. They had built the *Top of Mind* level of brand awareness for English Café Semarang, and they mentioned it directly when asked about what English course institution was best in Semarang.

The researcher found 22 respondents who recalled the English Café brand without the aid of recall when they needed the English Café course program. It was called *Brand Recall* which had a percentage of 51.17%. The respondents mentioned English Cafe and other top names of English course institutions in the Semarang area. These respondents had built *Brand Recall* for English Café Semarang but had already developed images of other competitors having similar course programs or services.

In the last finding, the researcher got 9 respondents who were unaware of the English Café brand as an English course institution in Semarang. It was called *Unaware of Brand* which had a percentage of 20.93%. It was the lowest level of brand awareness when respondents did not recognize the existence of the English Café brand as an English course institution in Semarang.

3.4 Contributing Factors to English Cafe's Marketing Communication Strategy

The researcher observed that English Café utilized this opportunity well in line with the intended targets and discovered in the facilities offered, namely the English Café ambassadors so that direct dissemination of information about the services provided was also dominant among students and college students. English Cafe's marketing communication strategy was inextricably linked to the supporting factors that enabled it to impact the operations and effectiveness of the marketing communication strategy.

The elements of marketing communication strategy could be internal or external of English Café, as follow:

1) Technological and Information Advancement

The presence of information technology, such as the internet, makes it easier for English Café to market its services to a large audience. One example of information technology development is the availability of numerous social media and social network platforms. The availability of this platform greatly simplifies the dissemination of English Café related information. The researcher observed that English Café has attempted to maximize promotion through internet-based promotional media, as evidenced by the ongoing use of internet advertising and interacting marketing.

2) English Café Brand's more powerful

English Café Brand is the only English course institution within the concept of learning in a café and the daily talk learning method, as well as the non-binding location and time of learning, has gained more points for a wider audience. Through a series of ongoing promotional activities, English Café is more recognized by the public as having a distinct identity than other course institutions. English Café's brand becomes a stronger brand through collaboration and sponsorship, as evidenced by the number of companies, agencies, or institutions that have already collaborated with English Café.

3) New Opportunities for Collaboration

In keeping with the concept of learning English in Cafes, English Café opens up opportunities for collaboration to all groups, ranging from student organizations to business and government agencies. Providing many collaboration opportunities, also affects the English Cafes' image, branding, and credibility. English Café has a positive image and trusted institution. This is one factor contributing to the marketing communication strategy used to attract course participants.

4. Conclusions

Several conclusions can be drawn from the analysis of English Cafe's marketing communication strategy on its brand awareness among Semarang citizens. The researcher found the data result, there were 43 respondents; 12 respondents recognized English Cafe as an English course institution in Semarang. It was called *Top of Mind* which had a percentage of 27.91%. They had built the *Top of Mind* level of brand awareness for English Cafe Semarang. The researcher found 22 respondents who recalled the English Cafe brand without the aid of recall when they needed the English Cafe course program. It was called *Brand Recall* which had a percentage of 51.17%. In the last finding, the researcher got 9 respondents who were unaware of the English Cafe brand as an English course in Semarang. It was called *Unaware of Brand* which had a percentage of 20.93%. It was the lowest level of brand awareness when respondents did not recognize the existence of the English Cafe brand as an English course institution in Semarang.

The marketing communication strategy of English Café Semarang is carried out in the following steps: a) English Café Semarang has carried out the process of identifying the target audience (consumers) by determining its segmentation, targets, and positioning, b) English Café Semarang uses persuasive communication in informing its brands and products to influence purchases, c) English Café Semarang creates messages to draw the audience's attention to making a purchase, d) English Café Semarang uses a mix of marketing communication media channels, such as local TVs, radio stations, newspapers, pamphlets, posters, and social media including Facebook, Instagram, Telegram, and Tiktok, e) English Café Semarang uses a marketing communication mix: advertising, public relations, personal selling, sales promotion, and direct marketing. In the PR promotion mix, English Café collaborates with leading cafes to align with the learning concept and with agencies, institutions, and organizations in the form of sponsorship. Not only does the use of promotions through collaboration and sponsorship significantly increase the number of English Café course members in Semarang City, but it also helps build the brand image of the English Café in customers, f) English Café Semarang uses indicators of diversity and the increase in customers number to measure the results of marketing communications, g) English Café Semarang coordinates marketing communications consistently and rationally by the overall marketing communication strategy

Building Brand Awareness of English Café Semarang can be achieved with the following strategies: a) In establishing consumer Brand Awareness, English Café uses the initial stage, which is legally registering brands and concepts to HAKI (Indonesian Copyright Brands and Works) so that they obtain brand identity. The reinforcement of brand awareness is done by keeping on relating to certain product classes, evaluating how far the customers develop brand awareness, and deciding on the next strategy to follow, b) Build Brand Image by creating messages that are easy to remember by customers. The message conveyed is different from other product brands but still has a relationship between the brand and product category. Then make a slogan, logo, or symbol as an identifier of the English Café brand and repeat the message to strengthen consumers' memories of the Brand Image, c) Increasing the role of Brand Image as a strategy to build brand awareness until the level of *Top of Mind* is achieved in the minds of the customers.

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