

ABSTRACT

Coffee Shop area 217 is an open area in the form of a one stop shop. Coffee Shop area 217 provides a variety of menus ranging from coffee, non-coffee and snacks in each tenant. The Coffee Shop area 217 strategy in building a brand image is by carrying out activities through customer communication carried out with the community. The activities carried out at the Coffee Shop area 217 are holding regular events for the community such as running in the morning and making the Coffee Shop area 217 the start & finish point. The purpose of this study is to determine customer communication activities in building a brand image for Coffee Shop area 217. This research is supported by the concepts of public relations, customer communication, and brand image. The method in this study uses a qualitative approach. Data collection techniques were carried out by means of participant observation, interviews, and literature study, and documentation. The interviews were conducted involving Annisa Aprilia as key informants, Roosnelly Wahyuning Setiotirin as expert informants, Aldira Raif Fahalan, Bindi Fishar and Tasya as Supporting Informants. The results showed that the brand image built by Coffee Shop area 217 in conducting customer communication activities went through three stages. namely planning and programming, action and communication to evaluation. through this strategy it was successfully recognized by visitors, but in the process of evaluating customer communication it was still felt to be imperfect. So that researchers help with this so that the process of customer communication activities can be done even better so that they can build a brand image for Coffee Shop area 217.

Keywords: brand image; coffee shop area 217; customer communication; public relations