

## **ABSTRACT**

*In an increasingly competitive market, businesses survive through branding that offers emotional benefit and eventually value. Strategy to create that offers by involving community at the branding process is precisely for businesses nowadays. This research aims to understand the branding strategy of Bober Café to build its image as a “community space”. This is a qualitative research using constructivist paradigm.*

*This research suggests that the branding strategy carried out by Bober Café has successfully created the expected perception – that Bober Café is a community space – among its customers, particularly community groups. During its strategy planning phase, Bober Café projected its position as a “community space”, aiming to be a café that feels like home for any communities to gather, create, and organize their group activities. This positioning strategy is supported through its differentiating strategy, offering a unique selling point (USP) as a café that is available as a base camp for its communities. During the evaluation phase, Bober Café measures its performance by analyzing the results of implementation and take some corrective actions. This evaluation will then become their reference for future action.*

*Key words: branding, strategy, community, Bober Cafe*