

ABSTRACT

Business in the culinary field is increasingly growing especially in the city of Bandung. One of them is ice cream, which is one of the dairy foods that are very popular among people. Scoop and Skoops, one of the ice cream brands in the city of Bandung, offers ice cream servings with unique selling points, namely low-fat ice cream and natural ingredients to differ from competing products. Branding is an attempt that not only leads to the buying process but also maintains the continuity of the purchase and instills the message of the product in each of its customers.

The design of this research is based on the decreasing number of Scoop and Skoops' adult visitors. This is due to the lack of trust from consumers to the product, which can be overcome by branding strategies and visual media. The research method used in this research is qualitative because the research refers to the facts and phenomena that are carried out systematically so that it can be easily interpreted and concluded.

This research also used the AISAS analysis method as a review of Scoop and Skoops branding strategies. This research revealed that from 47 respondents, 70% of the respondents wanted to consume ice cream without fear of the consequences and were not aware of Scoop and Skoops ice cream brand. Another 30% were aware of the Scoop and Skoops brand and the instability in the number of adult visitors was very significant.

Keywords: branding, Scoop and Skoops, adult, ice cream