

## **ABSTRACT**

*The trend of milk coffee is currently popular with the community while visiting coffee shops to be a gathering place with the people closest to them. Therefore, there are many new businesses in Bandung at the time that they are opening their business in the coffee shop sector which has made coffee shop competition tighter. One of the coffee shop companies located in Bandung at the moment is South Jakarta Coffee.*

*Brand Equity is currently a problem that South Jakarta has. To be able to compete, the company needs to be the strongest compared to its competitors to get the attention of the target customers. The company brand needs to have its own brand identity that can differentiate from its competitors by giving priority to the uniqueness of the brand. Therefore, South Jakarta needs new strategic steps to increase the brand equity by knowing their current business status through the PCDL Model method.*

*The purpose of this study was to determine the coffee shop competition in Bandung, to determine brand performance by looking at the PCDL Model from South Jakarta, as well as to determine the branding strategy designed to increase brand equity in the company Selatan Jakarta Coffee to develop the company's business. The method used in this study uses qualitative methods, to obtain answers required observation and interviews with sources from the coffee shop, coffee shop experts, and coffee shop consumers.*

*Keywords: Coffee Shop, Competition, Brand Equity, Strategy, PCDL Model, Business Development*