

# PROMOTION STRATEGY OF MONDAY COFFEE IN BANDUNG CITY

Haidar Irfan Fauzan

haiirfanf@student.telkomuniversity.ac.id

Visual Communication Design Faculty of Creative Industries Telkom  
University

## ABSTRACT

*In the last few years, coffee shop businesses have mushroomed in the Bandung area. Based on research conducted by the Head of Marketing Toffin and Ario Fajar that the number of coffee shops in Indonesia has increased in the last three years. This is based on the needs of today's young people who like to talk with friends or relatives and enjoy coffee to pass the time, some are doing assignments or just taking selfies. So they need a comfortable place to spend time. Monday Coffee has a unique atmosphere in a rustic warehouse that gives visitors an experience and impression and offers an experience of enjoying coffee in a warehouse, which is different from other cafes. Behind the concept and a good name, the owner of the cafe, complained that even though sales were still running, they did not reach the desired target. The impact is a decrease in visitors who come so that sales do not reach the target. Seeing this problem, the first thing to do is promotion, so that the unique selling point and advantages of Monday Coffee can be conveyed to consumers.*

*In the process of working on this final project, qualitative analysis methods were used, data were searched using literature study, interviews, questionnaires and observations. The results of this study are in the form of achieving sales targets on Monday Coffee and finding the right promotional strategy for Monday Coffee.*

*Keywords: coffee, Monday Coffee, promotion.*