

ABSTRACT

Pikot Coffee is a Coffee Shop located on the border of 4 cities, namely: Depok City, Bogor City, East Jakarta City and Bekasi City. Pikot Coffee has been established since April 2018 as a Coffee Shop certainly makes a place that has a menu that is almost averagely made directly, ranging from drinks menu, snacks to heavy meals. The menu is processed with ingredients and materials that are always Fresh, because every day is always sent new in terms of food or beverage ingredients.

Until now, Coffee Shop in the culinary field became the field of business industry with the highest number of businesses in the culinary field, This caused unrest that was present in the founders of Coffee Shop, Because of the increasing and widespread Coffee Shop in Indonesia, especially in the area of major cities and lack of Awareness of the community to coffee shop let alone for some Coffee Shop that is present and appears in the border of the city such as Pikot Coffee.

In the design of this promotion using qualitative research methods, because the research used mostly refers to facts and phenomena systematically, so it will be easier to understand and conclude what is happening in the community and who will later use social media such as Instagram, Feeds, Posters, and X-banners as Output Media. There is also an Output Media as the main media is an Event held in stores offline to increase interest, and attention Target Audience, as well as deliver Product Knowledge that aims, So that consumers can remember Pikot Coffee and its products through the Event.

Keywords: Product Promotion, Pikot Coffee, Coffee Shop, Events, Social Media