

Abstract

The trend of drinking coffee among young people has recently become an everyday habit. Furthermore the habit of people who like to hang out with friends has become a new lifestyle in this modern era. The habit of hanging out while drinking coffee which makes the trend of drinking coffee increase. It is no wonder that hanging out in coffee shops is now a teenager's lifestyle to maintain their existence in the present. This is what makes the development of the coffee shop business start spreading everywhere, especially in big cities in Indonesia. One of them is Kedai Kinetik, Kedai Kinetik is a cafe that was established in 2015. Although it has been around for a long time, the promotions that have been carried out by Kedai Kinetik are still not optimal, so it requires the design of an appropriate promotional strategy that can increase the number of sales from Kedai Kinetik. The method used in this study is a qualitative research method with data collection methods through interviews, observations, questionnaires, and literature studies, which they are processed using the SWOT, AISAS, and AOI methods. The results of this study are the design of promotional strategies and visual media which are expected to help increase sales from Kedai Kinetik.

Keywords: Promotion Strategy, Coffee Shop, Qualitative, MSME