

Abstract

The development of Bintaro in terms of culinary makes people interested in visiting Bintaro, because PPKM has been relaxed, the people of Bintaro and its surroundings have started hanging out again at coffee shops. Because it can open up opportunities to increase sales for coffee shops, especially in Bintaro. Bentala Coffee & Eatery is an alternative that can accommodate people who often visit coffee shops or want to try a new atmosphere. It has a home-like feel that can support workers who want to do their jobs like at home, but there are various variants of a varied food and beverage menu. The owner of Bentala Coffee & Eatery wants to promote his coffee shop as a place that can support workers who want to do their job at Bentala Coffee & Eatery but there is no promotion that invites workers to do their job or duties at Bentala Coffee & Eatery. During this final project, qualitative analysis methods were used, using literature study, interviews, questionnaires and observations to find data. The results of this study are the achievement of promotional strategies and visual media for Bentala Coffee & Eatery and increased sales.

Keywords: Promotion, Bentala Coffee & Eatery, AISAS, Target Audience